10/15/38

BROADCASTING

Broadcast Advertising

Vol. 15 • No. 8

OCTOBER 15, 1938
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

BUSINESS ADMINISTRATION SCHOOL
Miami
University

WHO offers

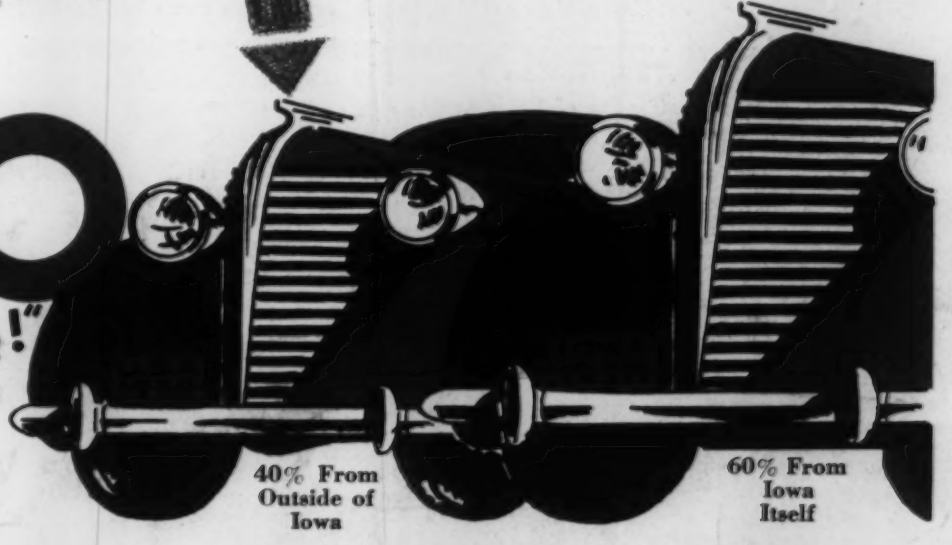
372,000 EXTRA

CAR-OWNERS

From "IOWA PLUS"!

No other radio station in Iowa can offer nearly as many Iowa automobile owners as you get via WHO. But in addition, WHO offers you an EXTRA 372,000 car-owners in the PLUS of "Iowa Plus"—prosperous EXTRA car-owners, outside of Iowa, who listen regularly to WHO! These EXTRA car-owning families buy 22,320,000 gallons of gasoline every month. They buy tires and anti-freeze by the carload. They'll buy anything you make, if you'll give them some *good reasons.*

You write the message. We'll get it into their homes—hundreds of *thousands* of homes in Iowa PLUS.



40% From Outside of Iowa

60% From Iowa Itself

WHO

FOR "IOWA PLUS!"

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives

WHILE THE FUSE BURNED SHORT

Denver Listened to KLZ for NEWS!

● During the stormy week preceding the historic Munich conference . . . when it seemed the fuses of war were already a-light . . . independent research investigators questioned groups of Employers & Executives, Office Workers, Students, Housewives . . . learned that 48% turned most frequently to KLZ for news--(*50 percent more* than to any other station!)--that more than 6 out of 10 were *regular* KLZ listeners.*

In Denver, KLZ's tradition of news leadership is well established . . . its habit of scooping other stations and newspapers has come to be expected. Naturally, in time of crisis, habit ruled and Denver listened to KLZ . . . thrilled to Columbia's epoch-making overseas coverage . . . to able handling by station newsmen of INS's fast, accurate, outstanding reporting.

Denver's marked, emphatic preference for KLZ news service over all other media is matched only by Denver's marked, emphatic preference for KLZ in all other phases of programming . . . a fact astute advertisers continue to turn to profit every day.

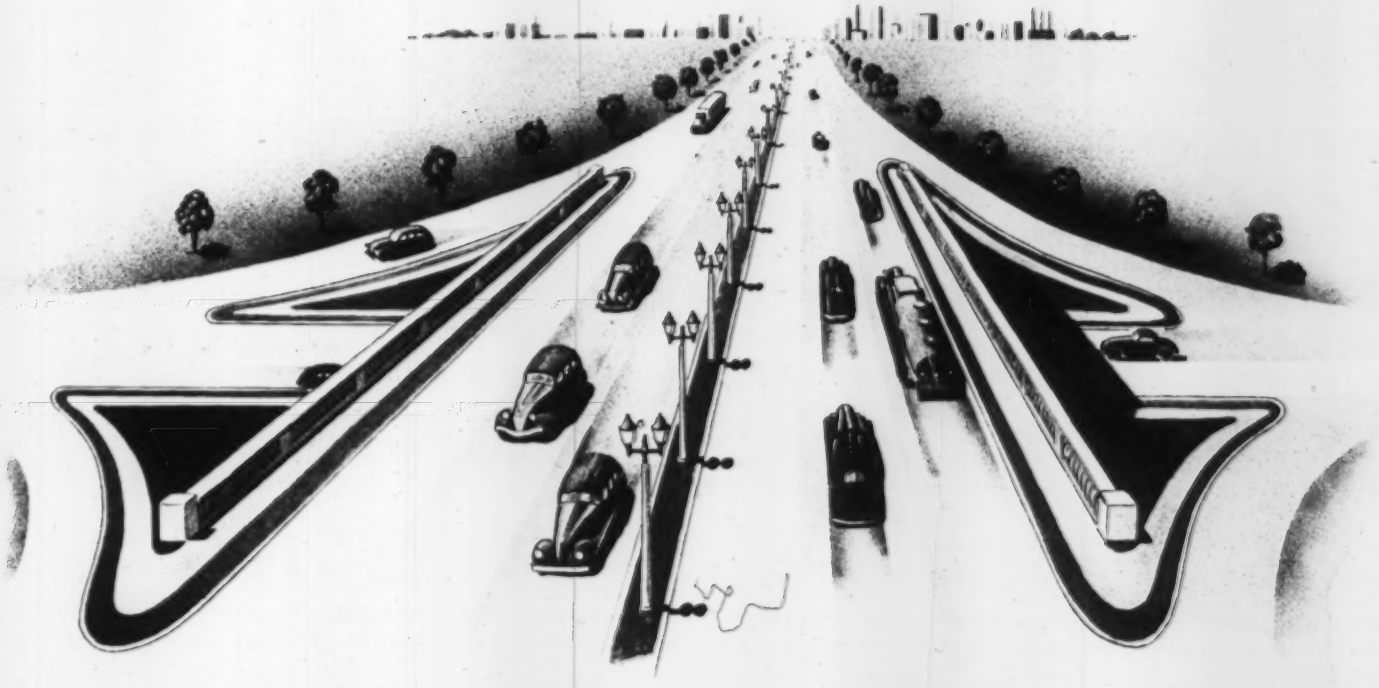
**Additional facts obtained: To 9 out of 10 Denverites, threat of war overshadowed all other news in importance . . . More than 6 out of 10 considered Radio their basic news medium.*

KLZ *Denver*

CBS AFFILIATE---560 KILOCYCLES

UNDER AFFILIATED MANAGEMENT WITH WKY---OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING CO.---REPRESENTED BY THE KATZ AGENCY, INC.

Your Overpass.....



to the New England Market

WAAB	Boston
WEAN	Providence
WICC	Bridgeport, New Haven
WTHT	Hartford
WNLC	New London
WSAR	Fall River
WSPR	Springfield
WHAI	Greenfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell, Lawrence
WBRY	Waterbury
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston, Auburn

MORE than a dozen terminals are found on the road to the New England market — each terminal the thriving center of distribution for a large trading area.

To reach this rich New England market all of these trading areas must be covered. The most direct and inclusive low-cost coverage is provided by the Colonial Network with its 16-station facilities. Like a modern highway overpass which expedites traffic The Colonial Network carries your sales messages into the important centers where volume sales can be made.

It reaches these many buying areas at lower cost than any other broadcasting system.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

This

s is <u>our</u> die...

This is the tool with which one man—in one minute—can stamp out ten million sharp, lasting impressions. Each different. Each perfect.

A man talks into this microphone about an automobile. Instantly, at the other end of the mike, the minds of ten million people paint *the most exciting automobile pictures in the world!* For each listener sees *himself* in a car—in a model *he* wants—in the colors *he* likes best.

That is radio's power; its power to paint personalized pictures in the mind; its power to fire the imagination of the millions of people it reaches.

Eighteen hundred years ago, Pliny said: *"The living voice moves men."* It moves merchandise, too. And if you have not seen the most recent facts on radio's ability to picture and *sell* automobiles, as it sells silver and soap and cigarettes, may we send them to you?

Columbia Broadcasting System

THE WORLD'S LARGEST RADIO NETWORK

As was to be expected, the people of New England had turned to meet the challenge of an angry Nature even before the clouds began to roll back.

Their task is big—in terms of the vast quantities of brick and wood and steel and wire—of household, commercial, and industrial equipment—that are needed.

Because their native courage and ingenuity are backed by the resources of a consistent billion-dollar-a-year spendable income, these people are exceptionally responsive to the messages of manufacturers who can supply their needs.

WTIC (the most popular station in the Southern New England area by 2 to 1) is doing the top rank job in selling merchandise in this great market. *How about your products?*

50,000 WATTS **WTIC** **HARTFORD, CONN.**

The Travelers Broadcasting Service Corporation • Member NBC Red Network and Yankee Network
Paul W. Morency, General Manager • James F. Clancy, Business Manager
Representatives: Weed & Company • New York Detroit Chicago San Francisco

When
KVOO
TULSA
went
FULL TIME!

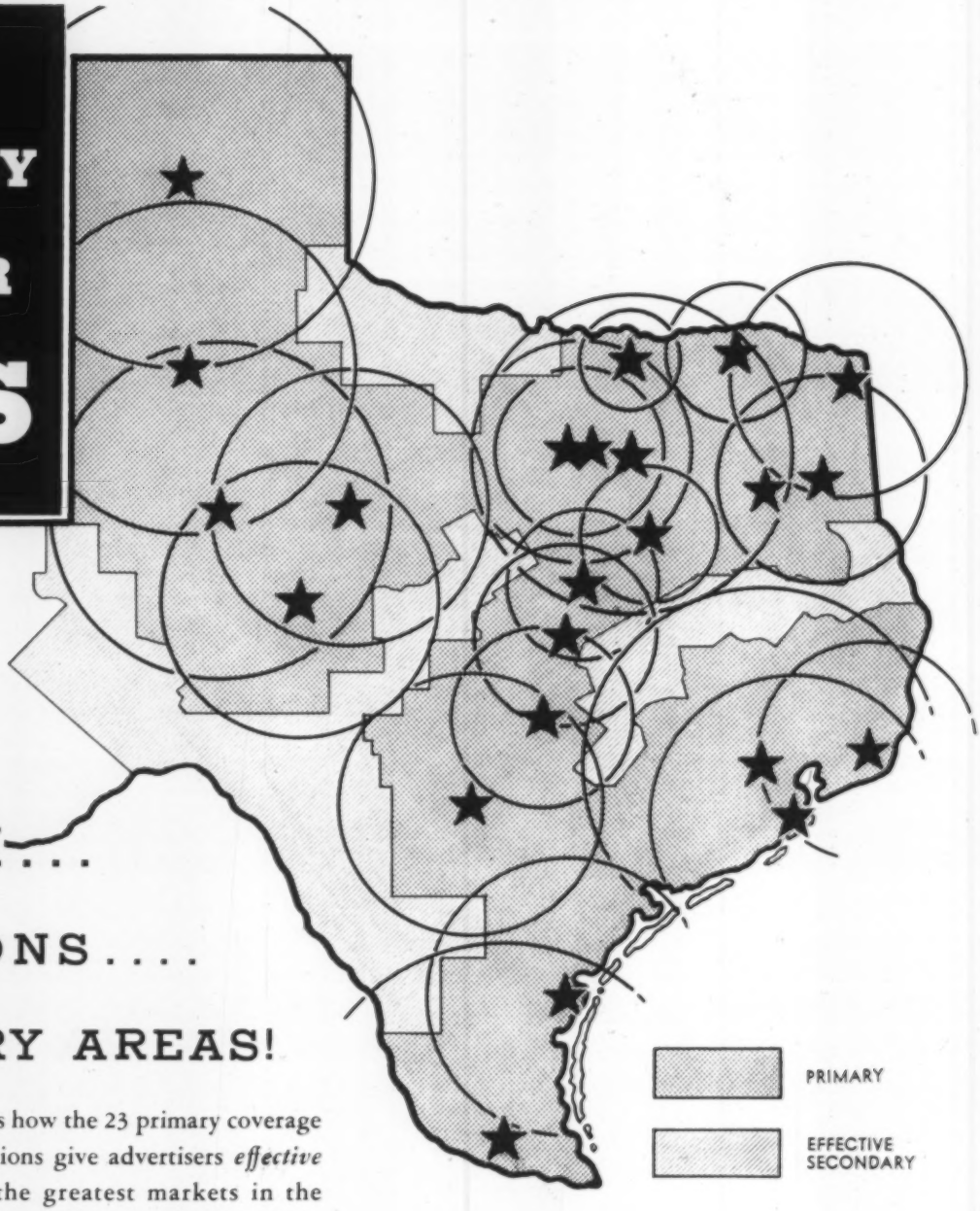
"4,00"0,000 *souls made happy!*

Oklahoma's "400" of Business and Civic life helped KVOO celebrate the inauguration of full time, August 9th. Guests included N. B. C. and Edward Petry and Company officials and southwestern radio station managers, also N. A. B. officials.

4,000,000 and more people in KVOO's 25,000-watt service area rejoiced when unlimited hours of operation were granted this pioneer southwestern N. B. C. station.

A national advertiser said: "One of the finest parties I ever attended."

A NEW WAY TO COVER TEXAS



TEXAS STATE NETWORK...

23 STATIONS....

23 PRIMARY AREAS!

This shaded map shows how the 23 primary coverage areas of TSN's 23 stations give advertisers *effective* coverage of one of the greatest markets in the country... *Texas,* with a population in excess of six million. Texas is equal in land area to the combined states of Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Ohio and Illinois. To cover this Atlantic-to-the-Mississippi area, CBS uses 28 stations. NBC Blue uses 27. To cover the immense Texas market you need the effective coverage of 23 primary areas which TSN alone can provide.

TSN
TEXAS STATE NETWORK

Affiliated with
MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK, INC.

ELLIOTT ROOSEVELT, *President* NEAL BARRETT, *Executive Vice-President*

GENERAL OFFICES: 1119 West Lancaster, FORT WORTH

Business Offices in New York, Detroit and Chicago . . . Key Stations: KFJZ or KTAT, Fort Worth, and WRR, Dallas

KFJZ and KTAT, Fort Worth	KXYZ, Houston	KFYO, Lubbock	KRBC, Abilene	KCMC, Texarkana	KAND, Corsicana	KNOW, Austin	KRIS, Corpus Christi
WRR, Dallas	KABC, San Antonio	KBST, Big Spring	KPLT, Paris	KFRO, Longview	WACO, Waco	KRIC, Beaumont	KRGV, Weslaco
	KGNC, Amarillo	KGKL, San Angelo	KRRV, Sherman-Denison	KGKB, Tyler	KTEM, Temple	KLUF, Galveston	(Rio Grande Valley)

WSAI

is happy to announce the appointment of
Mr. DEWEY H. LONG
as manager

Mr. Long comes to WSAI with a wealth of radio experience both as assistant manager of WBT, Charlotte, and as southeastern representative of Radio Sales, with headquarters at WAPI, Birmingham. His broad vision, progressive ideas, alertness and sense of showmanship will contribute substantially to the increased tempo of WSAI. His appointment as manager should be of keen import to both national and local advertisers because they can be assured that the progressive principles of broadcasting inaugurated by WSAI in the past year will be maintained and advanced.

CINCINNATI'S OWN STATION

1330 KC

"A pioneer to see you, Mr. Timebuyer!"

Most of us here at Free & Peters, Inc., are fairly young men, but don't forget that we are *pioneers* in radio-station representation—have a more varied and more intensive experience in radio than any other firm we know about.

That's one reason so many agencies and advertisers have come to trust Free & Peters as they do the experts of their own organizations. They know that Free & Peters has learned to separate the wheat from the chaff. They know that F & P will not sponsor chicken-wit projects that are doomed in advance to failure. They know that F&P has learned from *sheer experience* (not even to mention such things as integrity, or sincerity) that the best way to sell radio is to help make radio sell merchandise.

As *pioneers* in this business, we offer you that kind of help. We believe it's the *only* kind you need or want.

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WHK-WCLE	Cleveland
WHKC	Columbus
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
WFIL	Philadelphia
KSD	St. Louis
WFBL	Syracuse
WKBN	Youngstown

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KTAT	Ft. Worth
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	247 Park Ave.	New Center Bldg.	One Eleven Sutter	C. of C. Bldg.	Bona Allen Bldg.
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	Richmond 6184	Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 15. No. 8 WASHINGTON, D. C., OCTOBER 15, 1938 $3.00 A YEAR—15c A COPY

RCA Ready to Sell Visual Transmitters

Public Reaction Would Be Sought, FCC Is Informed; Attitude of Stations on Television Is Being Sounded

OPENING of the television field through sale of standard 1,000-watt transmitters, along with experimental receivers, is planned by RCA. The FCC has been advised of impending visual plans, all in the experimental stage but designed to test public reaction to visual programs, as a means of determining the degree of "looker interest" and the potentials of this type of public service.

The FCC engineering department has been advised by RCA engineers of laboratory and equipment developments and of the results of the actual broadcast experiments conducted by RCA from its transmitter atop the Empire State Bldg. in New York. The widespread interest of many broadcast stations and manufacturers of receiving sets led to the development of the standard 1,000-watt RCA unit, which includes video and aural (sight and sound) units, plus the television camera and all other necessary pickup, input and monitoring equipment.

To Supply Equipment

It was also disclosed that stations which have sought information on television transmitters and experimental receivers now are to be provided equipment by RCA Mfg. Co., Camden. E. W. Engstrom, manager of research of RCA Mfg., I. R. Baker, manager of transmitting equipment sales, and T. A. Smith, newly-appointed manager of television transmitting equipment, on Oct. 11 left on a trip to the Midwest, to sound out sentiment in connection with the opening of the visual transmitting field, and to supply information.

Mr. Baker simply declared that his department, in supplying information on recent television transmitter development to broadcasting stations, was acting in accordance with the company's policy of making such information available as soon as practicable. After progress is made, complete technical data and transmitter equipment cost estimates will be given to interested broadcasters.

The fact that a number of leading stations have evinced interest in experimental television transmission—but from the public reaction rather than the intrinsically technical aspect—probably will result in the filing of some applications with the FCC in the near future for such authority. NBC and RCA have been conducting its Empire State experiments for more than a year, but now they are temporarily "off the air", while installing new equipment. CBS recently purchased an RCA transmitter. When installed with other CBS equipment, it will represent an outlay of $650,000. CBS hopes to begin operation atop the Chrysler Bldg. by March or April.

These activities have heightened industry interest in television. Present FCC regulations specify that in order to hold an experimental television transmitting license, the licensee must contribute to the technical advancement of the art by conducting regular laboratory experiments and by submitting periodic reports. To permit individual broadcast stations or manufacturers to carry on the transmitting operations to gauge public reaction and mould programming technique, a change in FCC television rules and regulations would be essential.

May Call Conference

The fact that RCA has reached the point where more or less standardized equipment is available—441-line, 30 frames per second, interlaced — should hasten FCC approval of general standards for television, now under consideration. Moreover, if several stations apply to the FCC for licenses to experiment with television transmission in the ultra-high band, but for program rather than technical development, it is presumed a conference will be called on interested parties to devise new regulations.

Recent informal conferences with FCC engineering executives have been participated in by Dr. C. B. Jolliffe, RCA engineering executive and former FCC chief engineer, and Mr. Baker. Lieut. E. K. Jett, FCC chief engineer, and Andrew W. Ring, assistant chief engineer in charge of broadcasting, which includes visual radio, have discussed these developments with engineers of RCA and others.

If additional experimental assignments for television are made, they will be in the band from 44 to 86 megacycles, which encompasses seven television channels of 6,000 kc. each for both video and oral transmission.

FCC Estimates Cost $60,000

At the Commission it was estimated the sales price of a 1 kw. dual unit, including camera and all necessary appurtenances and monitoring equipment, would run about $60,000. This was simply an estimate, however. Obviously if the FCC modifies its regulations to permit the proposed type of experiments, it would also require that a specified minimum number of television receivers be used.

In the case of facsimile experimentation, which has been in progress for about a year in the standard broadcast band, the FCC has required a minimum of 50 receiving units for each transmitter, to be placed at predetermined points with an idea of testing reception of the experimental transmissions.

Still in the realm of speculation, engineering experts estimated that a receiver capable of picking up the transmissions would cost about $400. This figure is not based on experimental production but on an assembly line basis.

Assuming a number of stations desired to contract for RCA equipment, the FCC would likely call a hearing to determine whether there is sufficient public demand for such experiments. The hearing would come before any change in regulations, it is felt.

Public Interest

The paramount problem unquestionably would be whether the broadcaster, with this transmitting equipment and a specified number of receivers in use, could develop programs holding sufficient interest for the public as a regular service. If decided favorably, equipment companies would be in a position to sell transmitting apparatus to stations or others interested in developing television from the program and public reaction standpoints rather than purely technical.

The RCA experiments in New York have been both from the technical and program reaction standpoints but because they have been confined to the New York area, it is felt the reaction is not sufficiently widespread. The principal interest, however, was technical development.

Interest in television is expected to increase next year not only because of the renewed RCA-NBC experiments and the new CBS experimental operation, but because television actually will be demonstrated at the World's Fair in New York—possibly with "looking in" posts. General Electric Co., which has four pending applications for new television stations already reported favorably by an examiner, likewise plans to operate experimentally, and Zenith Radio Corp., Chicago, recently obtained FCC authority to operate an experimental station.

Rules Forbid Sponsorship

It is presumed every effort will be made to dispel any idea that practical television has arrived. The tests, it was pointed out, would simply constitute another phase of development.

There is no thought at this time of asking the FCC to lift the general experimental restriction which has applied to television for the last decade. In other words, as the rules are now written, stations experimenting in visual radio may not realize any pecuniary returns, which means there could be no sponsored television programs. Applications for authority to experiment from individual stations or others presumably would simply cover alteration of the terms which now require technical contribution to the development.

Television announcements in the past usually have been accompanied by stock selling schemes. Moreover, they have tended to depress the receiving set market, a portion of the public apparently getting the erroneous idea that combination television and sound receivers might be on the market in a short while.

NBC on Sept. 1 started regularly conducted television tours between 10 a. m. and 11 p. m. daily to explain to the public the fundamentals of television and to afford an opportunity for close examination of apparatus. [See illustration on page 72].

Technician Status To Be Considered

Wages-Hours Administration To Decide if Professionals

THE STATUS of the broadcast technician under the new Wages and Hours law, to determine whether he is a professional within the meaning of the law and therefore not subject to the 44-hour week maximum, will be discussed at a conference to be held in the near future, it was learned Oct. 12 at the Wages-Hours Administration.

It is conceded that pay scales for technicians generally are far above the minimum specified in the law but the work-week constitutes an issue in view of the fact that technicians at some stations are employed more than the 44-hour maximum. A conference on tentative rules regarding the defining of terms under Section 13 (A) (1), relating to "executive, administrative, professional" positions is planned with representative major industries in attendance, it was said. From this conference it is hoped the limitations covering these groups of employes will be evolved and will classify professional employes of various types, such as accountants, engineers and possibly technicians.

Must Exercise Judgment

Question arises as to whether broadcast technicians actually are professional or nonprofessional, since they must use discretion and judgment in the performance of their duties, such as monitoring of programs to cut off speakers who might make libelous or profane statements and other elements of discretion which fall outside the purely mechanical field.

Radio artists are likewise considered professionals, while juveniles appearing on programs are expected to be exempted under the Child Labor provisions of the Act which do not apply to "child actors in motion pictures or theatrical productions." Wages-Hours officials felt that broadcast programs would fall in this category.

Wages-Hours officials said that while musicians who might work more than the maximum hours might come in the professional category, it was noted that the musicians' union might seek a different arrangement and ask that hours of work provisions apply to members in the broadcast field.

ABT In For CBS

ANNOUNCEMENT was made Oct. 13 by the National Labor Relations Board that Associated Broadcast Technicians had been certified for CBS as its exclusive bargaining agency for radio broadcast technicians and engineers of CBS at all stations except KMOX, St. Louis. A recent secret ballot, it announced, disclosed that 128 of the CBS technicians voted for ABT as against 68 for American Communications Association, CIO affiliate.

STANDARD VITAMINS Corp. (Candicod) is planning a spot announcement campaign in about eight markets of the northeast, definite plans for which will be announced later this month. Peck Adv. Agency, New York, is the agency.

Don Lee Patents Sold

DON LEE Broadcasting System, Los Angeles, has sold patent rights of television synchronization equipment to RCA. Apparatus, invented by Harry Lubcke, director of television of the Don Lee network, is applicable to both receivers and transmitters. Sale, negotiated by Lewis Allen Weiss, general manager of Don Lee network, includes rights in the United States, Canada, Great Britain and Germany. Don Lee reserves rights to continue use of the equipment in the United States. Firm also holds numerous other patents in this as well as foreign countries, on television apparatus invented by Lubcke. Don Lee Network has been televising radio shows since 1931 and has used ten and a half million feet of motion picture film during that time. Current broadcasts include live talent as well.

Newspapers Get Control Of WGH, Newport News

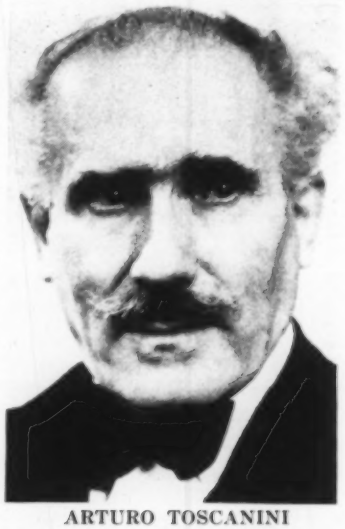
SALE of controlling interest in WGH, Newport News, Va., by James W. Baldwin, former NAB managing director, to the Daily Press Inc., publishers of the *Newport News Daily News* and *Times-Herald*, for $21,875 in cash, has been effected, subject to FCC approval. An application for voluntary assignment was filed with the FCC Oct. 11.

Mr. Baldwin is owner of 175 shares or 66% of the outstanding common stock of WGH, which he acquired about four years ago. The remaining 90 shares of issued stock are held by E. E. Bishop, general manager of WGH, and, it is understood, are not involved in the sale. Raymond B. Bottom is president and publisher of the newspapers and recently applied unsuccessfully for a new local in Newport News. The station operates on 1310 kc., with 250 watts day and 100 watts night.

Olson Rug on Seven

OLSON RUG Co., Chicago, on Oct. 10 started thrice weekly quarter-hour disc or live shows on WJSV WBBM WCFL WJR WOR WBT WLW. Presba, Fellers & Presba is the agency.

Maestro Returns



ARTURO TOSCANINI

Toscanini Again Directs NBC Symphonic Series

SECOND series of Saturday night concerts by the NBC Symphony Orchestra under the direction of Arturo Toscanini was scheduled to begin Oct. 15, 10-11:30 p. m., on the Blue network. The famous conductor returned to New York from Italy on the *Normandie*, arriving Oct. 10, and on the following day he held his first rehearsal of the new season. Of the orchestra's 94 members, 74 are veterans of last year's series and 20 are newcomers. Mischa Mischakoff is again concertmaster, with Henri Nosco and Remo Bolognini as his assistants.

The new series had considerable publicity when rumor arose that the Italian Government had taken up Toscanini's passport and that he would not be allowed to return to America. Inability of European correspondents to locate the conductor or to get any definite word from either his family or government officials kept the story on front pages for nearly a week, until Toscanini's arrival in France and his embarkation on the *Normandie* attested to the fact that he was still free to leave Italy.

Radio Given Major Role At Oct. 20 Convention Of Pacific Coast AAAA

WITH the radio departmental playing a major role on its program, the first convention of the new Pacific Council, American Association of Advertising Agencies will be held at Hotel Del Monte, Del Monte, Cal., Oct. 20 and 21. Agency and radio men from throughout the coastal region will be in attendance at the two day conclave, of which David M. Botsford of Botsford, Constantine & Gardner, San Francisco, is chairman.

Tom F. Harrington, manager, radio department, Young & Rubicam Inc. Hollywood, is chairman of the radio departmental, with the principal presentation to occur at noon Oct. 20 when representatives of a major network, an advertising agency, a radio artist and a large advertiser will present their views under the general subject: "What We Expect of Each Other." Jack Benny and Don Wilson of the Jello program, will uphold the artist's end; Donald D. Thornburgh, vice-president of CBS in charge of the western division, will speak for the networks; Harold Deal, vice-president of the Pacific Advertising Clubs and advertising and promotion director of Tidewater Associated Oil Co., Associated Division, will uphold the advertiser's end and Thomas McAvity of the Lord & Thomas Hollywood office, will speak on behalf of the advertising agency.

More For Si-Noze

SI-NOZE Co., Chicago (hay fever remedy), is using spot on the following stations: 100 two-minute announcements on KMA, Shenandoah; daily programs on WKBH, La Crosse, Wis., to run for 13 weeks; six musical programs a week on KRLD, Dallas; and 100 announcements on WNAX, Yankton, S. D. Other stations will be added, according to the agency, Frankel-Rose Co., Chicago.

B-S-H Proposes Rebates From Discs; Station Men Term It a 'Time Chisel'

PROMINENT officials of Blackett-Sample-Hummert, Chicago, on Oct. 11 broached a plan whereby stations give rebates to clients to help defray mechanical costs of transcriptions. Blackett-Sample-Hummert, which is geared to operate a large transcription department, stated that only 35 to 40% of revenue from network shows goes to the stations while station revenue from disc shows totals 70%.

To equalize this differential, Blackett-Sample-Hummert officials proposed that a plan be devised whereby rebates would be made to the agency's clients, suggesting as alternatives time discounts, flat fee reductions of perhaps $10 per disc show, station pay cost of pressings, or straight 7½% rebates.

It was emphasized by Blackett-Sample-Hummert that it costs a client $35,000 mechanical charges for five weekly quarter-hour shows on a 52-week basis. The agency argued that it costs a station no more to air a disc show than a network show, so client should not have to pay this added production charge.

Implied threat of the agency was to set up a preferred list of stations, using only those willing to rebate. If this were done, it was argued by Chicago radio men that stations giving such rebates might be cited by other stations under the unfair trade practices act of the Federal Trade Commission.

Blackett-Sample-Hummert officials discussed with station men and station representatives plans for absorbing the differential, stating that the agency's idea had nothing to do with representation and was not intended to cut representation fees. Opinion among Chicago radio men is that the Blackett-Sample-Hummert plan is a "time chisel" and that if adopted it will simply cause stations to raise their rates to absorb it.

John Shepard 3d, president of Yankee and Colonial networks, declares the mechanical cost problem is an industry matter to be reviewed by the entire industry. He said:

"I have always believed there was justice in stations assuming the mechanical costs of transcribed programs the same as networks assume wire charges. The difficulty, however, is to work it out on a fair basis. Each station can conceivably allow for the cost of the individual pressings used on that station. But the question is how to allow for the proportion of the cost of the master in view of the fact that a different number of stations would be used on different programs.

"Under no condition do I feel that a flat percentage should be used as there are altogether too many percentages added to our operating costs. I also feel a change of policy like this is an industry matter and should be taken up by a committee of the American Association of Advertising Agencies and the NAB and that individual stations should not agree to this until it is reviewed by the industry. I hope the NAB will make such a request."

McNinch, Back in Chair, Starts Shakeup

Ousts Gary, Other Staff Changes In Offing

By SOL TAISHOFF

AMID OPEN strife in FCC ranks, Chairman Frank R. McNinch on Oct. 13 launched the first phase of what appears to be a major reorganization of Commission personnel with the dismissal of Hampson Gary as general counsel and the appointment of William J. Dempsey, 33-year-old special counsel of the FCC, to succeed him. President Roosevelt himself took a hand in the action.

Announcing the move at a press conference, Mr. McNinch dispelled all reports that he was seriously ill or that he would leave the Commission. On the other hand, he asserted he felt better than he had in many years and that he intended to proceed with personnel reorganization plans. Important was his assertion that he had discussed these matters with the President and that he knew he had his "support" in the Gary-Dempsey change and in other changes he proposes to make.

While additional names were not mentioned, it was generally believed that Chief Examiner Davis G. Arnold and Press Director G. Franklin Wisner were among those likely to be transferred or in some other manner removed. Secretary T. J. Slowie's name has been linked with removal also but these reports were discounted.

A Wild Week

The Gary action, which topped off a hectic week during which Commissioners T. A. M. Craven and George H. Payne opposed Chairman McNinch's move, had reverberations at the White House in more than one way. It is understood the President became incensed over widely published stories of Commission dissension, particularly the Payne-Craven opposition.

The vote on Mr. Gary's dismissal, which came after he had refused to accept several proffers of a position in the Reconstruction Finance Corp., was 4 to 2. Chairman McNinch made the motion and was supported by Commissioners Sykes, Brown and Walker. Commissioners Craven and Payne voted against, while Commissioner Case, who is ill at his Washington apartment, did not participate. No charges were preferred against Mr. Gary but Chairman McNinch said that action was based on "inefficiency and lack of administrative ability". The recent series of reverses suffered in the courts by the FCC is understood to have been responsible in large measure.

The new general counsel will serve as acting chief of the Commission's lawyers from Oct. 14 until Dec. 15, when Mr. Gary's accumulated leave expires. He is also special counsel in charge of the chain-monopoly investigation, public hearings on which have been postponed from Oct. 24 to Nov. 14 [see page 17]. He intends to direct the examination of witnesses at that hearing as general counsel and personally handle appellate work.

Mr. Gary has served as FCC general counsel since July 1935 after having been a member of the Commission during its first half-year of existence in 1934. Mr. McNinch explained he personally had sought to procure the RFC opening for Mr. Gary at the same $9,000 salary, but that he had rejected this proffer on three different occasions.

Premature Stories

News stories emanating from the FCC before the action on Mr. Gary drew the fire of the Chairman, who questioned their accuracy and the manner in which they were publicized. These quoted Commissioners Payne and Craven as opposing the Gary action. In certain of these stories it was stated that Commissioner Payne refused to make a formal statement but let it be known that he was opposed to the action.

Mr. McNinch returned to the FCC Oct. 10 after having spent nearly a month at the Naval Hospital for a "checkup". It was during his absence that rancor broke loose, first in connection with the Eugene O'Neill - WTCN program citation, afterward set aside; then in connection with the McNinch letter to the Civil Service Commission asking for exemption from Civil Service status of lawyers, examiners and certain other "confidential" employees; and finally in connection with the purportedly premature publication of the Gary action.

New General Counsel

WILLIAM J. DEMPSEY

In describing the Gary action Oct. 13, Mr. McNinch explained that before a vote was taken on his motion, Commissioner Payne asked what charges were being preferred against Mr. Gary, to which he said he replied that he was preferring no charges but that the reasons actuating him were the "inefficient management of the law department" by Mr. Gary and his lack of administrative ability. Judge Sykes seconded the motion.

The new general counsel, who has served under Mr. McNinch for two years both at the Federal Power Commission and the FCC, won the praise of his chief. He declared he had an "extraordinarily brilliant mind, is a hard worker and has tremendous courage." Regarding Mr. Gary, he said there was no question about his integrity and that it was as "fine and high as my own."

Feeling Fine

In opening his press conference Mr. McNinch said that dire reports about his health had been circulated and he wished to disabuse the minds of everyone. He said the Naval Hospital doctors informed him he was in excellent health and he said he felt better than at any time in 20 years.

Referring to "inaccuracies I have seen in the press", the Chairman alluded to the premature stories of

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Revolt Against Chairman McNinch Bursts Out in FCC As Payne and Craven Oppose His Civil Service Proposal

A TWO-MAN revolt against Chairman Frank R. McNinch of the FCC, long smouldering, has burst into the open, with Commissioners George H. Payne and T. A. M. Craven definitely aligning themselves in opposition to him.

The request made by Mr. McNinch, with the approval of three fellow members, that the Civil Service Commission exempt some 60 attorneys, trial examiners and confidential secretaries, as well as the director of information, from the Civil Service classifications, supplied the springboard for the protesting commissioners. It was followed by other explosions. In a letter to the Civil Service Commission, made public Oct. 7, they not only challenged the chairman but also recommended that no action be taken in the matter "before this Commission has had opportunity to make a deliberate decision".

Up to the President

Harry B. Mitchell, chairman of the Civil Service Commission, declared Oct. 11 there was no question that the three-man Commission would recommend against Mr. McNinch's proposal, though it had not yet officially acted. He said he felt the request was not "in harmony" with the letter or spirit of the President's executive order dealing with new Civil Service classifications to become effective next Feb. 1.

The position of the Civil Service group, however, is simply recommendatory, with the President the final arbiter. Chairman McNinch has disclaimed any idea of "purging" the FCC staff, but based the recommendations of the FCC majority on the conclusion that all of the positions involved in the proposed exemptions are of a policy nature with confidential duties.

Roosevelt Takes Cognizance

Moreover, it was held that with few exceptions, attorneys and examiners were not selected from the Civil Service registers but either were "blanketed in", absorbed with new Civil Service status from other agencies, or otherwise qualified without the necessity of undergoing competitive examinations. On the other hand, it was argued that the proposal was counter to the expressed purpose of the President's executive order, which is designed to "blanket in" present non-civil service employes rather than exempt them in wholesale quantities.

President Roosevelt took cognizance of the conflict within the FCC at his press conference Oct. 11. Remarking that Mr. McNinch was still in the hospital (from which he was dismissed that day) the President observed that he believed there was a split in FCC. Thus he clearly indicated he was aware of FCC affairs. He personally drafted Mr. McNinch a year ago to assume the FCC helm in the hope of retrieving prestige and standing for that agency.

This is at least the second occasion on which the Payne-Craven combination has worked together on a policy issue. Earlier this year they voted in favor of a resolution welcoming a Congressional investigation of the FCC, which the Administration did not want and which caused something more than a furore and had many repercussions in Congress.

They said in their letter, signed jointly, that they felt the 60 positons should not be exempted, since none of them is either policy-making or any more confidential than other positions on the staff. They added that Congress had specially exempted policy-making and confidential positions in the 1934 law, and that all other posi-

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Quick Series Aids Station Business

Networks Sidetrack for Games; Use Station Announcers

DESPITE lack of sponsors, all major networks broadcast complete play-by-play accounts of the World's Series, the Yanks winning the thanks of every station and commercial manager along with the championship by defeating the Cubs in four straight games and making unnecessary the cancelation of any further commercial programs.

Novelty of the series' broadcasts was NBC's use of separate announcing staffs for its Red and Blue networks instead of combining them as in former years. Announcers, all properly certified by Judge Landis, were:

For NBC-Red: Tom Manning of NBC, Cleveland, and "Red" Barber of WLW, with George Hicks, special events ace, and Paul Douglas, Chesterfield's sports commentator, filling in the color.

For NBC-Blue: John O'Hara of KWK and George Higgins of WTCN, with color done by Albert Roswell of KDKA.

For CBS: France Laux of KMOX and Bill Dyer of WCAU did the play-by-play and Mel Allen of WABC the between-innings comments.

For MBS, Bob Elson of WGN described the Chicago games, aided by Quin Ryan, also WGN, and in New York, Stan Lomax of WOR and Mr. Elson handled the running accounts, with Dave Driscoll doing the color interludes.

The following commercial programs were canceled because of the series:

On CBS: The program *Aunt Jenny's Real Life Stories*, sponsored by Lever Bros., Cambridge, Mass., for Spry, was cancelled on Oct. 5 and Oct. 6 on seven stations.

NBC on Oct. 5 and 6 was forced to cancel the following programs on the Red: Procter & Gamble Co., Cincinnati, *Guiding Light* (Fels Naphtha); *Story of Mary Marlin* (Ivory flakes); *Ma Perkins* (Oxydol); *Pepper Young's Family* (Camay); Chas. H. Phillips Chemical Co., New York, *Stella Dallas*, and (sponsored with R. L. Watkins Co., New York) *Backstage Wife*; also General Mills, Minneapolis, *Gold Medal Hour*.

On Oct. 9, NBC cancelled on the Blue *The Magic Key of RCA* and H. Fendrich, Evansville, Ind., *Smoke Dreams* (cigars).

The same day, Mutual was forced to postpone the premiere of *The People's Rally* program to Oct. 18 and to shift the Moody Bible Institute, Chicago, program from 2-2:30 p. m. to 6-6:30 p. m., four stations being unable to take it.

Chesebrough Resumes

CHESEBROUGH MFG. Co., New York (vaseline products), on Oct. 18 starts *Dr. Christian*, dramatic series, on 60 CBS stations, 7-7:30 p. m. (PST). Talent lineup will remain the same as last year, with Jean Hersholt and Rosemary DeCamp, film actors, cast in the lead. Arthur Gilmore is to announce and Dorothy Barstow of McCann-Erickson, New York, agency servicing the account, will produce. Bill Lawrence will be the CBS producer on the series. Jack Hasty and other writers have been assigned to the show.

Three Firms Use Serial

STRIETMANN BISCUIT Co., Cincinnati, on Oct. 10 started *Black Flame of the Amazon* on WCKY, that city, and plans to expand the series to WRVA, Richmond, and stations in Kentucky, West Virginia and North Carolina in the near future. Felber Biscuit Co., Wheeling, has started the thrice-weekly quarter-hour series on WWVA, that city, with plans for expansion. Both Strietmann and Felber are subsidiaries of United Biscuit Co. Hickok Oil Corp., Toledo, is at present sponsoring the series five-weekly on 11 stations of Michigan and Northern Ohio. Transair Inc., Chicago, is sales representative for the program and the agency is Harry M. Miller Inc., Columbus.

New Spot Series Boost WOR's Disc Business

A SIZEABLE increase in business has been reported by WOR's Electrical Transcription and Recording Service, which supplies recordings to sponsors to supplement network program broadcasts. Discs are shipped via air express and railway express to meet the scheduled rebroadcast dates. Among the programs recorded are:

Delaware, Lackawanna & Western Coal Co., New York, *The Shadow*, for Blue Coal, on MBS, thru Ruthrauff & Ryan, New York, for WHP WESG WHEC WNBS and CBL for Vickers & Benson Ltd., Toronto.

Proctor & Gamble Co., Cincinnati, *The Gospel Singer*, for Ivory soap, on CBS, thru Compton Adv., New York, for WSVA WTOC WLBZ WLW KVOO CJOR KGMB.

P. Lorillard Co., New York, *Don't You Believe It* for Sensation cigarettes, on MBS-Don Lee, thru Lennen & Mitchell, New York, for WBT WCCO and WGY.

Vadsco Sales Corp., New York, *Court of Human Relations* for Quinlax cold tablets, on MBS, thru Lawrence Gumbinner, New York, for KFI KGW KSFO KOMO.

Johns-Manville Corp., New York, *Gabriel Heatter*, on MBS, thru J. Walter Thompson Co., New York, for WRC WLS WFBR WEEI WCAE WBEN WTMJ WWJ KSD WTAM KYW and WOR.

Test of Korn-Kix

GENERAL MILLS, Minneapolis (Korn Kix), is using spot announcements in evening hours on WSUN, St. Petersburg, Fla. The schedule, a test, calls for one announcement three week-day evenings and three announcements on Sunday. If successful, the plan may be extended to other stations, according to Jack Laemmar, time buyer of Blackett-Sample-Hummert, Chicago.

More for Wurlitzer

RUDOLPH WURLITZER Co., Chicago, has extended its thrice-weekly quarter-hour disc series *Say It With Music* to WGN, WCOL, WTMJ in addition to WGAR and WMAQ [BROADCASTING, Oct. 1]. It is understood that the series will soon be placed on stations in these markets: Buffalo, St. Louis, Rochester, New York City, Cincinnati, Philadelphia. Schwimmer & Scott, Chicago, is agency.

Kate Smith at Noon

GENERAL FOODS Corp., New York (Diamond Crystal Salt), on Oct. 4 started Kate Smith's neighborly talks on CBS at 12 noon Tuesdays, Thursdays and Saturdays. On Thursdays, a surprise guest is presented. Agency is Benton & Bowles, New York.

RADIO, OF COURSE
Say Grocers and Druggists In Selecting Media

BRUCE Publishing Co., publishing the *Northwest Druggist* and *Grocers' Commercial Bulletin*, recently asked some 1,500 druggists and grocers which advertising medium they found most responsible for helping them sell goods. Replies favored radio by an overwhelming majority in both kinds of stores. Respondents were located in Minnesota, North and South Dakota, Northern Iowa and Western Wiscousin. Here's how the replies added up:

"Select the *one* advertising medium which is most effective in selling branded merchandise in your community." *Grocers:* Radio, 583; newspapers, 177; magazines, 11; billboards, 1. *Druggists:* Radio, 634; newspapers, 120; magazines, 24; billboards, 2.

Importance of radio in the minds of these merchants was further stressed in reply to the question "Do you have a radio in your store?" Results: *Grocers:* Yes, 520; No, 205. *Druggists:* Yes, 642; No, 135.

ASCAP Hearings In Supreme Court

Highest Tribunal Decides to Consider Two Appeals

THE U. S. Supreme Court on Oct. 10 assumed jurisdiction in the Florida and Washington State "anti-ASCAP" statutes designed to place copyright organizations under State authority. The merits of the State statutes, however, are not involved.

The two appeals—one taken by the State of Florida from a decision of the Federal Court in New Orleans granting ASCAP an injunction against the Florida State law and the other taken by ASCAP from the action of the Federal District Court in the State of Washington which denied an injunction—actually raise the same technical issues.

In the Florida case, the State contended the Federal court did not have jurisdiction since it had not been established that the case involved more than the statutory minimum of $3,000 which would make it subject to Federal jurisdiction. The Appeals Court in New Orleans did not pass on that issue but granted the injunction.

The Supreme Court at the same time cleared up technical confusion in the Florida case by substituting the name of George Couper Gibbs, present Florida Attorney General for the name of Carey D. Landis, deceased Attorney General, in the case. This was done on motion of ASCAP. The same motion made in the lower court was denied.

Argument to Be Heard

In the Washington case, the specially constituted three-judge court in Seattle held that ASCAP had made no showing of the statutory $3,000 minimum and consequently denied injunctive relief on the ground that there was no Federal jurisdiction involved.

It is presumed the nation's highest tribunal will hear argument on these cases during its winter or spring terms. It made the notation that the Washington case would be heard immediately after the Florida appeal.

Counsel of record in the cases for ASCAP was Schwartz & Froelich, New York law firm. In the Florida case, the attorneys were T. A. Norwood, Assistant Attorney General, Lucien H. Boggs, attorney of Jacksonville, and Andrew W. Bennett, Washington attorney. In the Washington case, chief counsel for the State, functioning in collaboration with the NAB, was Alfred J. Schweppe.

Superpower Group Is Near Decision

FINAL conferences have been held by the "Superpower Committee" of the FCC comprising Commissioners Norman S. Case, chairman, T. A. M. Craven, vice-chairman, and George H. Payne, in connection with hearings on renewal of the experimental authority of WLW, Cincinnati, to operate with 500,000 watts power, it was learned Oct. 12. The committee's recommendation, in the nature of a report to the full Commission, probably will be forthcoming within a week. It will be based on hearings before the committee which concluded July 29.

Final meetings were held at the apartment of Gov. Case, who is ill with neuritis in his left arm and an infected right foot. The Governor informed BROADCASTING that the committee's report on WLW probably would be followed within a reasonable time by its recommendations on the proposed new rules and regulations in which the entire superpower issue is involved. The rules hearings were held in June.

The return of Gov. Case depends on his doctors. He may enter a hospital for diagnostic treatment and possible removal of his tonsils, he said.

The Committee's report will be subject to exceptions, if they are desired by WLW or any other parties in interest. Presumably, oral arguments before the full Commission also would be in order prior to any actual decision.

Cooperative CBS Show Is Continued by Brewers

BREWERS' RADIO SHOW Association is continuing the cooperatively sponsored *Monday Night Show* on WABC-CBS, 8-8:30 p. m., according to Frederick Mayer, New York radio advertising manager, who is assisted by the U. S. Adv. Corp., Toledo, in lining up the sponsors. The program features Ted Husing, sports announcer; Connie Boswell, singer; Richard Himber and his orchestra, with Henny Youngman as m. c. and Kenneth Roberts as announcer.

Crawford Clothes, New York, is the sponsor in that city, while sponsors in other localities are: Joseph Schlitz Brewing Co., covering the Southeastern and South Central part of the United States; Hamm Brewing Co., covering the Northwestern territory; Hudephol Brewing Co., for Middle Ohio; Brewing Corp. (Carlin's Ale), covering Kentucky; Griesedieck Bros. (brewing), covering Missouri and Arkansas; Fessenmeier Brewing Co., covering West Virginia; National Brewing Co., for Baltimore, and the Philadelphia Brewing Co. for Philadelphia.

War Service a High Spot for Radio

Vital Role in Crisis Draws Praise of The World

"RADIO leaped ahead ten years in the last three weeks."

This was the observation on radio's job during the European crisis made by the sage of the luncheon round-table in Washington's famed National Press Club.

H. O. Bishop, the speaker, is hardly a nationally known figure, and his 10-word appraisal didn't and couldn't make the pages of any newspaper — except BROADCASTING. President Roosevelt, for example, at one of his press conferences commented in laudatory fashion on the part radio played in the events in beleaguered Europe, and that also failed to make the front pages.

But Mr. Bishop's view is important, because he presides over as unique a cross-section of current opinion as you'll find anywhere. And his view, in this instance, was the composite judgment of the men with whom "Bish", as he is more familiarly known, lunches daily at the round-table.

A Group of Observers

A few of the men in this group: Former Senator C. C. Dill, co-author of the Radio Act of 1927 and the prime-mover of the present Communications Act; W. M. Kiplinger, the author of the *Kiplinger Washington Letter*, and regarded as one of the country's foremost business analysts; William P. MacCracken, former Assistant Secretary of Commerce for Aeronautics, and a noted lawyer; Col. O. R. McGuire, counsel of the General Accounting Office; George Harris, head of Harris & Ewing, who has "shot" as many big-wigs as any one in the country; William Atherton DuPuy, author and publicist; Oswald F. Schuette, World War correspondent, now on the RCA public relations staff; Louis G. Caldwell, radio attorney and former Radio Commission general counsel; Roland C. Davies, editor of *Telecommunications Reports*, and a former news editor of the Associated Press in Washington; Isadore Hershfield, Washington attorney, civic leader and relief worker; W. L. Bruckart, newspaperman who syndicates a column

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They Covered the European Crisis for Radio

Mr. Murrow

Mr. Shirer

Mr. Bate

Mr. Jordan

Mr. Steele

EUROPEAN correspondents of the major networks, aided by noted newspapermen and statesmen, gave American listeners every detail of the Czech situation as it developed, again demonstrating the progressiveness of American radio which has more radio representatives abroad by far than all other countries combined have stationed here. Edward Murrow is regularly stationed in London and William Shirer in Vienna for CBS. Fred Bate is stationed in London and Max Jordan in Basle, Switzerland, for NBC. John Steele is stationed in London for MBS. Messrs. Shirer and Jordan did most of the roving assignments during the crisis.

Kaltenborn's Book

H. V. KALTENBORN, the CBS news commentator whose interpretations of the European crisis won wide plaudits, has signed a contract with Random House, New York publishers, to bring out a book titled *I Broadcast the Crisis* within the next few months. The book will contain a chapter on how CBS covered the three weeks of the Czech crisis.

Vast Sums Spent for Nets' Coverage Of Events in European War Threat

NOW THAT peace is assured, for the moment at least, and the newscasters and commentators have turned the microphones back to the entertainers, the network statisticians have done some calculating and have announced some of the figures on radio's greatest spot news coverage. Denuded of all the excitement, the tenseness and the breathless interest of those critical moments, and set down in cold statistics, radio's coverage of the period between Hitler's speech on Sept. 10 and the four-power agreement reached at Munich on Sept. 29 adds up as follows:

CBS devoted 471 broadcasts to covering the crisis, 47 hours and 27 minutes in all, which, figured at the regular rates, is worth some $300,000. Flashes and bulletins from Press Radio and United Press accounted for five hours and 57 minutes. Of the 135 broadcasts in addition to spot news flashes, 98 came from 15 European centers, with London the leader with 36 times on the air over CBS. H. V. Kaltenborn, who analyzed and summarized the news as it occurred, was heard 85 times during the three weeks. Sixty members of the CBS staff in New York devoted full or the major part of their time to assisting in covering the crisis. CBS costs are estimated at between $95,000 and $100,000; $75,000 for expenses and somewhat more than $20,000 in refunds to advertisers for canceled programs.

NBC broadcast 443 programs on the European situation, totaling 58 hours and 50 minutes. The 117 pickups from Europe consumed 20 hours and 32 minutes, of which nine hours and 25 minutes was on the Red Network and 11 hours and seven minutes on the Blue. The 842 Press Radio bulletins and summaries took up seven hours and 16 minutes, three hours, nine minutes on the Red and four hours, seven minutes on the Blue. There were 245 interruptions of programs for the broadcast of war news, 132 on the Red and 113 on the Blue. NBC costs are estimated at $72,000, of which $26,000 was refunded to sponsors whose programs were canceled and the remainder was expenditures for cables, shortwave channels, foreign correspondents and the like.

Mutual devoted 15 hours and 48 minutes to European coverage, at an estimated cost of $3,000. MBS had no canceled programs, although there were a few rebates for interruptions. On the matter of interrupting commercial programs with news flashes it is reported that the majority of sponsors welcomed the practice as it kept listeners tuned to their programs without fearing that they would miss the latest news of the crisis.

Confirming the great interest the listening public took in the European situation, the Cooperative Analysis of Broadcasting reports that on Sept. 28, day before the Munich conference, 14% of all daytime mentions and 19% of all evening mentions were for news. While all networks scored notable news "beats" during the three weeks, final scoop went to NBC for its broadcast of the full official text of the Munich agreement 17 minutes after it had been issued and 46 minutes before its broadcast elsewhere.

THE NEW DIPLOMACY

THE PRESIDENT and his cabinet, permitted by radio (on floor) to hear events as they occurred in Europe, listened faithfully to both foreign and domestic broadcasts during the recent crisis. Thus they were able to act quickly on the basis of on-the-scene familiarity with history in the making. President Roosevelt, with radio beside his chair, is listening with (l to r) Secretary of the Treasury Morgenthau; Attorney General Cummings; Secretary of the Navy Swanson; Secretary of Agriculture Wallace; Secretary of Labor Perkins, on far side of table; on near side are Secretary of State Cordell Hull and Secretary of War Woodring.

Nets Acknowledge Aid Of Affiliates in Crisis

ACKNOWLEDGING its debt to its affiliated stations whose established schedules were often upset, to the newspapers whose correspondents were heard on many programs and the press associations which supplied their news through the Press Radio Bureau, and to its employes who "lived at the microphones, sleeping at odd times, eating whenever they could —in order to be ready for any break," CBS broadcast an eight-minute tribute on Sept. 30 at 10:30 p. m. to all who had helped the network cover the front of the Czech crisis during the preceding three weeks. The script of this tribute has been issued by CBS in pamphlet form, with the title *A Statement by the Columbia Broadcasting System.*

NBC has issued *A Tense World Speaks for Itself*, an elaborate brochure summarizing its coverage of the tense three weeks while Europe hung on the brink of war. The brochure contains a description of NBC's methods and a list of its international broadcasts.

Federal Court Rebukes FCC In Remanding Brooklyn Cases

Ruling Amounts to "Complete Reversal" of the Commission; Costly Record Draws Fire

THE FCC was given another juridical jolt by the U. S. Court of Appeals for the District of Columbia Oct. 13 in the Brooklyn cases.

Suddenly calling the attendance of counsel after the FCC had asked that the court remand the cases involving deletion of two Brooklyn stations without deciding them as well as an answer to this move by counsel for the stations, the court expressed itself in no uncertain terms about the ineptitude of the Commission's procedure.

Chief Justice J. Lawrence Groner observed that it was "unconscionable" that the FCC should stipulate a record in the case which cost more than $6,000 to print. The court said the case would be remanded just as if it had "completely reversed" the Commission rather than only on partial issues.

Chief Justice Groner said the court had read the FCC decision in the case and felt that the order of the Commission could not be substantiated by the statement of facts and grounds for decision. On the matter of assessment of costs against WBBC, intervenor, the court said it would consider this request and decide on it later. Paul M. Segal, chief counsel for WARD and WLTH, appeared for the appellants at the oral arguments with William H. Bauer, acting FCC assistant general counsel, and Fanney Neyman, FCC attorney, appearing for the Commission.

Asks Record Costs

Broadening of the FCC motion to the Court of Appeals to remand the so-called Brooklyn cases whereby the remand would be general rather than partial and under which the entire costs of the proceeding, involving a $6,118 record, would be awarded against WBBC, Brooklyn, intervenor, was suggested in a new pleading filed Oct. 10 with the Court of Appeals.

The case, in which the FCC ordered deletion of WLTH and WARD, Brooklyn, and assignment of its time to WBBC, is regarded as possibly the most litigated ever involving an FCC action. Following the filing of a brief by counsel for the stations ordered to be deleted, but which are operating under stay orders issued by the court, the FCC Sept. 28 asked the court to remand these cases for further hearing. In so doing it confessed error in its statement of facts—so far as known an unprecedented action by the FCC.

Counsel for WLTH and WARD, also including George S. Smith and Harry P. Warner, filed a 17-page response to the Commission's motion to remand. The response brought out that the remand was requested after the printing of the $6,118 record and the filing of a 145-page brief, yet it sought only a partial reconsideration that would "seriously affect" the rights of stations.

The appellants brought out that the FCC ordered deletion of the stations in June, 1937, but that no statement of facts and grounds for decision, as required by law, was published at that time. Appeals were taken in July and then in the fall of 1937 "a purported statement of facts" was published. At that time the new appeals were taken. The court dismissed the early appeals and entered stay orders. When the time came for designation of the portion of the records to be printed WARD and WLTH designated a portion that would have cost about $200. The FCC and the intervenor, however, it was contended, designated almost the entire balance of the huge record resulting in the two stations being compelled to pay the $6,118 cost "which both the Commission and the intervenor now unequivocally admit to be superfluous and unnecessary."

Notwithstanding that the appellants have been the "victims of years of litigation before the Commission" and that their finances have been greatly depleted by the litigation, the stations were able to raise the necessary funds and make the payments, the court was told. The original appeals were taken 16 months ago, the present appeals 13 months ago and the huge record was designated 11 months ago, the pleading brought out. Counsel devoted practically the entire summer of 1938 to the preparation of the comprehensive brief.

"And now that the brief of the FCC is about to become due," it was argued, "the Commission blandly requests a remand of these cases under circumstances which strongly suggest a desire to rewrite the opinion of the Commission as an answer to the brief of appellants and to patch up obvious and basic errors of procedure which are called to the attention of the Court in the appellants' brief.

It was contended also that the Commission, in authorizing the law department to file a motion to remand, made its order general. However, the motion itself was only partial and it was contended the remand is not sought to revise the order complained of. It was also contended that because of the death of Chairman Prall, the retirement of Commissioner Stewart, and the fact that neither Commissioners Walker nor Payne participated in the cases, only three of the present members of the Commission had any connection with the cases. Chairman McNinch and Commissioner Craven were not members at the time. The participation of any of these four Commissioners in these cases on remand "would be a mockery of impartial quasi-judicial action," it was held.

BROWN & WILLIAMSON Tobacco Corp., Louisville (Raleigh cigarettes), on Oct. 10, started *Jerry Smith* and *the 4 Dons* on a musical program on WHO, Des Moines, Mon., Wed. and Fri., 6:45-7 p. m. CST. Agency is BBDO, New York.

HUMBLE PROMOTES
Texas Good-Will by Costly Remote Football

NOT balking at wire charges in covering the football front for Texas listeners, Humble Oil & Refining Co., Houston, on Oct. 6 broadcast a play-by-play account of the Texas Christian-Temple night game from Philadelphia over KGKO, Fort Worth, and is planning a similar pickup from Pittsburgh Oct. 22. E. M. Schiewetz, of Franke-Wilkinson-Schiewetz, Humble agency, traveled to Philadelphia to supervise the broadcast, which was announced by Cy Leland, former TCU athlete who is broadcasting regularly for Humble Oil. Jack McClelland, engineer on the Humble series, also made the trip to philadelphia.

Amon Carter, publisher of the *Fort Worth Star-Telegram* and owner of KGKO, headed a delegation of TCU rooters who came to Philadelphia in a special 12-car train and brought along the TCU 50-piece band which paraded through the city preceding the game and staged a 45-minute swing session for spectators following TCU's 26-to-6 victory.

General Foods in Canada

GENERAL FOODS, Toronto, is investigating the possibilities of a special Canadian spot show over a number of Canadian stations for its cereals to supplant network shows now being piped into Canada from the United States. The new Grape Nuts show with *Al Pearce & His Gang* will enter Canada through CBL, Toronto. Baker Adv. Agency, Toronto, has the account.

Sophie for Roi-Tan

AMERICAN TOBACCO Co., New York, is planning a campaign for Roi-Tan cigars. Starting Nov. 7 the company will present Sophie Tucker on Mondays, Wednesdays and Fridays on CBS coast-to-coast, 6:45-7 p. m., with repeat. Agency is Lord & Thomas, New York.

Dugan Bakery Test

DUGAN BROS., New York (bakery products), on Oct. 10 started a test program, *The Editor's Daughter*, on WICC, Bridgeport, Conn., Monday thru Friday, 9:45 a. m. Commemorating the 60th anniversary of the company, which was started by two young men with a pushcart and $100 capital and is now spread over four states, the program consists of the inside story of a small town and its weekly newspaper. Charles Dallas Reach Co., Newark, is the agency in charge.

Sweetheart Sale

MANHATTAN SOAP Co., New York (Sweetheart Soap), is running a series of weekly musical programs [BROADCASTING, Oct. 1] featuring a one-cent sale offer for Sweetheart soap. The sale offers three cakes of soap at the regular price, with an additional cake costing one cent more. The programs are broadcast in the New York metropolitan area only on stations WABC WOR WJZ and WEAF. Peck Adv., New York, is in charge.

Pro Grid Sought By General Mills

GENERAL MILLS, Minneapolis, is negotiating with the National Football League for broadcast rights to the league's entire professional football schedule in 1939. Arrangements still are in the tentative stage, according to authoritative sources. The plan involves selection by the sponsor of stations to be used and announcers.

Handling the project for the 10 professional football teams is Joe Carr, League president, with offices in Columbus, O. Mr. Carr has contacted the 10 teams in the league and it is understood that in every case he has their approval, if the price is right.

Owners of pro teams are enthusiastic in favor of game broadcasts, having found from experience that game listeners become game watchers and that attendance is boosted materially.

Among sponsors carrying pro games during the current season are General Mills, sponsoring games of the Chicago Bears on WJJD, Chicago, and the Chicago Cardinals on WIND, Gary. Chrysler Corp., through Lee Anderson Adv. Co., Detroit, is broadcasting games of the Detroit Lions on WJR, Detroit. The local distributor of Northampton Brewing Co., Northampton, Pa. (Tru-Blu beer) is sponsoring games of the Washington Redskins on WOL.

Radio Log Advertising Tested by Standard Oil

A TRIAL advertising campaign is being run by Standard Oil of New Jersey for *Esso Reporter* in the radio program listings of the *Newark News*, *Washington Star* and other newspapers, using a system of "radio log advertising" developed by the Lahey, Daly Co., New York. The plan, which has been used for other advertisers, including Standard Oil of Ohio, Longines-Wittnauer watcher, Maiden-Form brassieres, and Seven-Up Bottling Co. in some 200 newspapers in larger cities, has been running since last June, but the Standard Oil of New Jersey campaign is the first to be tested in the New York City metropolitan area. Marschalk & Pratt, New York, is handling the *Esso Reporter* account. The rate averages $1 per insertion for each 100,000 circulation, the name of the program being carried in the program listings with the help of an asterisk. The asterisk is then repeated at the bottom of the listings stating that this particular line is an advertisement.

J-W-T Names Miss Wiley

MARGARET WILEY, formerly assistant to Gene Fromherz in the radio department of J. Walter Thompson Co., Chicago, has been named J-W-T time buyer and head of the radio service department in Chicago, effective Nov. 1. She is now at the New York office conferring on the new assignment. Mr. Fromherz resigned recently but has not announced plans.

A CANADIAN report states that arrangements are nearing conclusion for the lease of CJGX, Yorkton, by Dawson Richardson of Inland Broadcasting Service, Winnipeg, from James Richardson & Sons, Winnipeg, owners.

Chain-Monopoly Hearing Moved to Nov. 14

Dempsey Appointment as General Counsel Causes Shift; Appearances Are Filed by 18 Industry Groups

SNOWED under by a crush of reorganization activity plus internecine warfare, the FCC Chain-Monopoly Committee on Oct. 13 ordered postponement of its investigation hearings until Nov. 14. The date had been set for Oct. 24.

Action came when William J. Dempsey, special counsel for the committee, was named acting general counsel to succeed Hampson Gary, ousted in a move that rocked not only the Commission but official Washington. It was stated Mr. Dempsey will retain his assignment as chief counsel for the Chain-Monopoly Committee but he probably will designate members of his newly-acquired legal staff to assist him.

The postponement will allow Mr. Dempsey to reorganize the law department, it is assumed, and also give him additional time to prepare for the hearings.

Organized Labor to Appear

Organized labor, through CIO and the American Federation of Musicians, intends to inject itself into the FCC's chain-monopoly inquiry. CIO, according to its appearance, will raise alleged discrimination against labor unions by stations, while AFM, despite its quite recent successful negotiations with radio on reemployment of musicians, revives the "canned music" and unemployment bogies.

Appearances filed with the FCC when the Oct. 5 deadline was reached totaled 18. Aside from those of the major networks and a number of regional chains and transcription companies, and the labor appearances already mentioned, intention to testify was noted by the National Committee on Education by Radio through S. Howard Evans, secretary.

In the general appearances, all of the parties notified the FCC that testimony would be offered along the lines set forth in the Commission's notices sent out last month. Routine appearances were filed by NBC and CBS, but MBS went to considerable length in setting forth its statement of evidence to be offered, stressing particularly the manner in which it differs from the older networks in their operating methods.

NAB Not to Participate

Independent Radio Network Affiliates, expected to figure prominently in the proceedings, filed a simple one paragraph appearance. NAB gave no notice whatever, but it filed an appearance for NAB Bureau of Copyrights Inc., covering only the transcription phase of the inquiry. There were no other appearances on behalf of broadcasting associations.

The fact that only 18 companies and groups signified their intention of offering testimony does not mean the inquiry will be restricted to those entities. There was no requirement in the FCC's notices that appearances be filed save by those who desired to offer testimony in their own right. Nearly a score of networks, including regional and State hookups, were asked to supply specific data at the hearings, along with upwards of 150 transcription and recording companies. In addition individual stations, and shareholders in stations, were questionnaired on data, all of which must be presented. If the chain-Monopoly Committee deems it necessary, witnesses for them will be called in person.

The committee has not resorted to actual subpoena in eliciting data. It is entirely possible, however, that it will do so if necessary.

Aside from those already mentioned, appearances were filed on behalf of: World Broadcasting System; RCA Mfg. Co.; Radio Transcription Producers Assn. of Hollywood Inc.; Westinghouse E. & M. Co., Westinghouse Radio Stations Inc.; King-Trendle Broadcasting Corp. (Michigan Radio Network); Virginia Broadcasting System; Don Lee Broadcasting System; Texas State Network, and California Radio System.

At his press conference Oct. 14, Chairman McNinch said the postponement was predicated largely upon the fact that a greater number of appearances both by organizations and transcription companies had been filed than was anticipated. The administrative problem thus raised, he said, makes more time necessary for preparation of a schedule of appearances. Least hardship will be worked, he declared, by notifying those desiring to appear as to the likely time, thereby obviating their retention in Washington for several weeks.

Some thought has been given to a sort of three-ring circus type of hearing, it is understood. While it is expected the committee en banc will convene the hearings in order to give certain members free time, particularly if the outlook is for a prolonged inquiry, the committee may decide to divide the functions. One thought advanced is that one commissioner may be assigned to preside over a section taking testimony on network aspects of the inquiry; a second on the transcription phase, and possibly a third on miscellaneous aspects, all to run concurrently. This might leave one or two members free to attend Commission meetings and handle routine, since a quorum of four members is necessary at meetings.

Moreover, it would tend to expedite the taking of testimony. In a way the committee has a race against time, since it is the hope of Chairman McNinch to have legislative recommendations ready for the next session of Congress which convenes in January, or at least to be in a position to give Congress an "interim report". If legislative recommendations are regarded as unnecessary, then the goal will be promulgation of new regulations affecting networks and perhaps tightening up otherwise, so the Commission will have something tangible and what it might construe to be constructive to present to the legislators.

O'Mahoney Committee Watching

That the O'Mahoney Monopoly Committee, made up of members of Congress and Representatives of Government departments, intends to watch the FCC hearings closely, was announced October 11 by Dr. Leon Henderson, executive secretary. Dr. Henderson asserted the Committee has been keeping in touch with the FCC regarding its study, and it will either assign an observer or make other arrangements for keeping posted. The Federal Committee, he added, also is studying the music copyright field, as was indicated by Chairman McNinch in his statement last month on the hearings, but Dr. Henderson said he had nothing he could announce along that line.

CIO, in its appearance filed over the signatures of Lee Pressman and Joseph Kovner, attorneys, raised the question of discrimination. In industry circles, and even the FCC, some question was raised regarding the relevancy of these matters, but it is expected the FCC, following the "open door" policy, will hardly attempt to block the presentation on technical grounds.

CIO stated that testimony would be offered to show that certain stations have "denied unions affiliated with" CIO "the use of their facilities"; that certain stations have "refused to renew contracts leas-

(*Continued on page 64*)

NBC May Publish Program Standards; New Restrictions Under Consideration

PUBLICATION in book form of NBC program standards, including those in effect since the network's beginning and those added on the basis of operating experience, is under consideration by NBC officials and will probably materialize by the first of the year. The network officially denies, however, reports that a new code for juvenile programs has been put into effect or that any such code has been finally drawn up and approved by the board. "Only a study draft of the points to be covered has been completed and any announcement concerning them would be premature," says the official statement of Lenox R. Lohr, NBC president.

The network is silent on the subject of how a supposedly authentic new set of regulations for children's programs got out and was printed elsewhere, but insists it is unofficial and premature. It is learned, however, that a rough draft of new standards for juvenile programs had been prepared by the network's continuity acceptance department as a guide for discussions on the proposed general revision of network standards and that a copy of this informal, unapproved list had been given in confidence to an official of an advertising agency which has a number of kid shows on the air for his personal information.

Proposed Restrictions

When he had the list of rules mimeographed and sent copies to all writers employed by the agency the list naturally became the subject of discussion and was picked up and reprinted as official by publications which had not troubled to check with NBC to determine its true status.

Major changes from NBC's present restrictions on juvenile programs embodied in the new list, which may or may not finally go into effect, are a limitation of advice to "ask mother to buy" the product once during each broadcast and a ban on "lucky" premiums and on appeals to purchase merchandise to help the program's characters out of some fictitious dilemma. Generally the proposed code calls for a high moral tone which will encourage the child listener to have respect for law and order, adult authority and those things that society generally accepts as desirable and that criminals and other undesirable characters shall not be presented as heroes.

Full text of Mr. Lohr's statement follows:

"Preparations of the NBC program standards in book form which we are now considering would codify standards that have been in effect since the forming of the company, and the phrasing of any new ones which present conditions warrant. So far, only a study draft of the points to be covered has been completed, and any announcement concerning them would be premature.

"The company has a deep sense of its obligation to present programs that are in good faith and of public interest, and has at all times received the fullest cooperation from sponsors in maintaining broadcasts of the highest possible level. Broadcasting is a developing art and standards must be, to some extent, changed from time to time to meet new situations and program desires on the part of the public.

"Children's programs, while they represent only one phase of broadcasting, because of the audience to which they appeal, call for special care both in preparation and presentation."

Higgins Succeeds Barrett

HAROLD HIGGINS, western manager of Paul H. Raymer & Co., and formerly with WBAL, Baltimore, and WEEI and WBZ, Boston, has been placed in charge of the Chicago office of WOR, Newark. He succeeds Bob Barrett, who died Sept. 14 following an operation.

Biow Buys WINS; Price Is $150,000

Sale of Three Other Hearst Stations Is Progressing

SALE of WINS, New York, to Milton Biow, president of the Biow Co., New York advertising agency and minority stockholder in WNEW, for approximately $150,000, was announced Oct. 7 by Hearst Radio Inc. The transaction, like five others already worked out, is subject to FCC approval.

Negotiations toward liquidation of three additional stations owned by Hearst Radio — KOMA, Oklahoma City, KYA, San Francisco, and WISN, Milwaukee—are progressing, with likelihood of consummation in the near future. The two remaining stations, WCAE, Pittsburgh, and WBAL, Baltimore, are not for sale at present.

Negotiations between Mr. Biow and Hearst officials were completed Oct. 7, it was stated, and an application will be filed promptly with the FCC seeking approval of the transfer. The four other applications pending before the FCC have not yet been acted upon and hearings have been indicated.

Mr. Biow stated that, in contracting for the WINS purchase, he acted as an individual, seeking to dispel rumors that other interests were involved. These appear to grow out of the fact that Mr. Biow is an officer of and a minority stockholder in WNEW, New York, one-half interest in which is owned by Richard E. O'Dea and practically all of the remaining half by Arde Bulova, New York watch manufacturer and station owner.

Mr. Biow declared that if the transaction is consummated he will withdraw from his minority ownership interest in WNEW. WINS, operating on the 1180 kc. channel daytime with 1,000 watts power, is now managed by A. A. Cormier, vice-president of Hearst Radio, Inc., who will continue in that capacity until such time as the sale actually is approved.

E. N. Stoer, Hearst comptroller, is in charge of all station sales negotiations. He said the former transaction for sale of WINS to Col. O'Brien had been dropped "by mutual agreement."

The WINS transaction is the second within a year involving the station. Last March Hearst officials reached an agreement with Col. Arthur O'Brien, Seattle and Washington, D. C., attorney and banker, to sell WINS for $250,000. Difficulties arose with the result that the contract was never finally negotiated.

As things stand now, the box score on the ten Hearst stations is five under contract for sale, three in negotiation, and two not for sale. In addition to WINS, those under contract to be sold are KEHE, Los Angeles, for $400,000 to Earl C. Anthony; KTSA, San Antonio, for $300,000 to O. L. Taylor and Gene Howe, Texas broadcasters; KNOW, Austin, and WACO, Waco, for $50,000 each, to S. W. Richardson and Charles F. Roeser, Fort Worth oil operators.

Laundry Group on 4

AMERICAN LAUNDRY Assn., Joliet, Ill., is using five spot announcements weekly on WKBN WHK WHBC WADC, through BBDO, Chicago.

AFRA Continuing Agency Negotiations On Standard Wage Scale for Artists

NEGOTIATIONS between the American Federation of Radio Artists and the American Association of Advertising Agencies toward a standard set of wages and working conditions for actors, singers and announcers employed on commercial programs are progressing, but not so rapidly as had been hoped and the conclusion is not yet in sight, according to well informed sources, although spokesmen from both the AFRA and AAAA refused to comment on the situation when queried by BROADCASTING.

Meanwhile, negotiation with MBS for contracts similar to those secured last summer by AFRA from NBC and CBS have been held in abeyance, pending conclusion of the agency contracts which AFRA considers its most pressing task at the moment.

St. Louis Convention

Plans for the first AFRA convention, to be held in St. Louis the week of Nov. 14, are shaping up more as an executive session than a typical convention, according to George Heller, assistant executive secretary of the talent union. Due to the fact that November is one of the busiest months in radio, and consequently a month of consistent employment for radio talent, AFRA expects attendance at the convention sessions to be limited largely to delegates, except for members in St. Louis and possibly from Chicago. Convention agenda, which has not yet been completed, is said to consist chiefly of discussions of progress made and of plans for activity for the coming year, both nationally and on the part of the several locals. Convention will also elect officers and 15 of the 45 directors.

Convention delegates include: New York: Ben Grauer, Mark Smith, Eric Dressler, Nelson Case, Wilfred Lytell, Walter Preston, Richard Bonelli, James Melton, Margaret Speaks, Lucille Wall, Taylor Buckley, Teddy Bergman, Ray Collins, Selena Royle, John McGovern, Robert Waldrop, George Ansboro, Ted DeCorsia, Marion Barney, Foster Williams, Everett Clark, Alex McKee, John Brown, Carol Deis, Paul Stewart, John Pickard, Anne Elstner, Helene Dumas. Chicago: Raymond Jones, Philip Lord, Dick Wells, Sam Thompson, Gene Byron, Les Tremayne, Bob Purcell, Anne Seymour, Charles Calvert, Frank Dane, Ken Christy, Martin Jacobsen, Virginia Payne, Roy Franklin, Forrest Lewis, Harold Peary. Cincinnati: Louis L. Levy, Peter Grant. San Francisco: Vic Connors, John B. Hughes, Ted Maxwell. St. Louis: Eliot W. Bergfeld. Adelaide Tarrant, Marvin E. Mueller.

Los Angeles: Ben Alexander, Edward Arnold, Forrest Barnes, Edgar Bergen, John Boles, William Brandt, Josephine Campbell, Eddie Cantor, Hector Chevigny, Elinor Coleson, Bing Crosby, Norman Field, Georgia Fifield, T. Freebairn-Smith, John Gibson, Homer Hall, Jean Hersholt, Warren Hull, Carleton Kadell, Cyrus Kendall, Edward Ludes, Edward Lynn, Lyndsay MacHarrie, Frederic MacKaye, Ray Middleton, Lee C. Millar, Grace Moore, Frank Nelson, Dick Powell, Tyrone Power, Lanny Ross, Ralph Scott, Ynez Seabury, Grederic Shields, Duane Thompson, James Wallington, J. Donald Wilson.

Silk Firm Tests

H. SAKANOVSKY & Son, Chicago (Mary Ann silks), is testing a spot announcement series on KMA, Shenandoah, Ia. If the test is successful, programs will be used on a number of rural stations, through Selviair Broadcasting System, Chicago.

Lloyd C. Thomas Resigns Post as WROK Manager; Koessler Is Successor

LLOYD C. THOMAS, for the last four years general manager of WROK, Rockford, on Oct. 1 announced his resignation, though he remains as part owner. Walter Koessler, sales manager of WROK for the last two years, succeeds him. Mr. Koessler, who joined the Rockford station from WCLO, Janesville, Wis. where he entered radio in 1933, was previously in the banking and trust business in Milwaukee for ten years.

Mr. Thomas

Mr. Thomas, who plans to maintain his residence in Rockford and will continue as a member of the board of Rockford Broadcasters Inc., assumed the WROK direction on Oct. 1, 1934, when it operated half-time with 500 watts. It is now a full-time regional, with 1,000 watts day and 500 watts night. "I now feel that the time has come that I transfer to other shoulders the responsibilities of continuing the operation and building up of WROK," Mr. Thomas said. He is chairman of the National Committee of Independent Broadcasters, and has other business interests outside radio. A luncheon was tendered Mr. Thomas by the station executives and staff.

Mr. Koessler

Hearst Radio Appoints Quinn Manager of KYA

REILAND QUINN, in radio in the San Francisco Bay area for the last six years, became general manager of KYA, San Francisco, Oct. 10, succeeding Clarence B. Juneau, resigned. The appointment was announced by the New York headquarters of Hearst Radio Inc.

Mr. Quinn has been with KYA for the last three years as actor, producer, production manager and program director. Previously he was with KFRC, and later at NBC in San Francisco. A new program director had not been named as BROADCASTING went to press, nor had Mr. Juneau disclosed future plans.

Independents Seek Permanent Group

Lloyd Thomas Finds Need for Cooperation by Stations

POSSIBLE formation of the National Committee of Independent Broadcasters, representing local and nonnetwork stations, as a permanent organization, was seen with the resignation of Lloyd C. Thomas, chairman of the Committee, as general manager of WROK, Rockford, Ill.

While no announcement has been made, it is known that independent broadcasters, looking somewhat askance upon the recent action of Independent Radio Network Affiliates in setting up a permanent organization, are thinking along the same line. Mr. Thomas is still serving as chairman of the independent group which was formed to carry on negotiations with American Federation of Musicians on employment contracts. Thus, its advent was almost identical with that of IRNA, which was created in the summer of 1937 for the same purpose and which became a permanent organization last Aug. 16, operating as a segment of the NAB.

In announcing his resignation from WROK, in which he retains a substantial stock interest, Mr. Thomas declared he expected to give "as much time as necessary" to the activities of the independent group. He added that his work as chairman of the Committee during the past six months "has shown a definite need in that field for cooperative activity." Mr. Thomas added his immediate plans were to spend several weeks in looking after personal business interests. Then he said he expected to give "careful and serious consideration" to several propositions in the independent radio field.

The permanent organization presumably would be affiliated with the NAB and function much in the same manner as does IRNA for network affiliates. The nucleus of this group probably will be National Independent Broadcasters, with a membership of 50-odd local and independent stations which has never been very active. Mr. Thomas, former general manager of KDKA, former NBC manager of NBC owned and operated stations, and a former newspaper publisher, has a background of some 15 years in radio.

New Spot Series

DR. EDWARDS Olive Tablets, Columbus, O., on Oct. 17 will start using 10 spot announcements weekly on WMCA WFIL WIP WHK WGAR and WBNS. To promote "Clear-Again" tablets, the company will run spot announcements on the Michigan Network plus WAAB WMAL WIRE WIND WJAG WCFL WBBM WISN. Agency is Erwin, Wasey & Co., New York.

Longines News

LONGINES-WITTNAUER, New York, in addition to its use of time signals and announcements on about 65 stations, is running two news programs: *Dr. Preston Bradley*, news commentator, on WBBM, Chicago, thrice weekly through Dec. 31; and United Press news on KITE, Kansas City. Arthur Rosenberg Co., New York, is agency.

How Radio Serves the Electric Utilities

Survey of Companies Shows Wide Interest in the Air Medium

By R. T. HARRIS
R. T. Harris Advertising Agency, Salt Lake City

THAT RADIO, always profitable to electric utilities from the standpoint of current consumption, is far more profitable when these utilities take to the air to plug their services, was demonstrated recently in a mail survey made by this agency for a utility client.

This survey, reaching the privately-owned utilities in every State, can be assumed to be representative of the industry as a whole. Of some 123 utilities questioned, 78 returned the mail questionnaires with complete reports of their activities.

Accompanying the letter describing the purpose of the survey, were a questionnaire and an addressed stamped return envelope. Utility advertising managers who wished to receive a copy of the condensed summary of the survey were asked to sign their names at the bottom of the questionnaire. Every utility reporting desired the report, indicating a unanimous interest in radio broadcasting for electric utilities.

It must be kept in mind that municipally-owned utilities and the smaller companies with limited distribution were not the concern of this survey.

Selling on Merit

Radio people have often commented upon the fact that electric utilities are in the unique position of being the only radio advertisers whose listeners actually pay them for the "privilege" of listening to their radio program. Because of this, and because radio salesmen have always been aware that current consumption is greatly increased through the broadcasting industry, many have felt that the electric utilities were "obligated" to use radio.

This approach has been used in far too many cases, as evidenced from the comments of the utility advertising managers. If this survey accomplishes one purpose only: i.e., makes radio time salesmen aware of the fact that if they are to get a larger share of the utility they must sell radio on its merits alone, and aggressively merchandise the utility radio programs as they do with other accounts, then it has been well worth while.

Why is the statement made that the "gimme" approach is used far too often? Is it because the utilities have reported this in their comments? No, because they would not admit having succumbed to such a weak sales argument. The advertising managers of utilities know in their own minds that radio is a "natural", that it can do more to create good-will, the life blood of any utility, than any other advertising medium. They have seen the great national radio successes, and know that radio can be a profitable direct selling medium.

But because radio in general has not grown out of that "gimme" stage in selling utilities, these companies are very much aware of the fact that program quality and radio merchandising must be improved, and if radio stations do not intend to step in and take a hand in working with utilities to increase results, the utilities themselves will do it. And that, in any man's language, is proof enough that radio is a powerful selling weapon for electric utilities. That it can accomplish even greater benefits than the utilities now hope for, is unquestioned by radio men who know the potency of radio as it can and should be.

For and Against

But now a few words about the tabulation shown on this page. Of the 78 electric utilities reporting, 58 or 74.3% reported the use of radio. Among the 20 companies not using radio, many gave definite reasons such as "radio coverage in our territory is spotty" or "local station completely dominated by network stations in larger city." Less than half of these were actually prejudiced against radio through actual experience.

Among the interesting sidelights to the tabulation is the fact that while 37 companies reported the use of musical programs, only 29 believed them to be most effective. With the exception of news broadcasts, each program lost many supporters when the question of effectiveness was brought up. Each of the 13 utilities reporting the use of news broadcasts was firm in the belief that they were most effective. Whether or not this may be called worthy of notation cannot be determined with such a small number of reports submitted.

Comments on the questionnaires indicated that increases in radio advertising appropriations were not contemplated by most of the companies, mainly because of the business recession rather than that the 9.6% average appropriation was to be the limit for radio broadcasting henceforth.

All in all, the conclusion to be drawn from the comments written on the questionnaires was that radio is in line for a material increase in the advertising appropriation, if and when radio stations take a hand at helping the utilities realize the great benefits that can be obtained from the proper use of radio broadcasting.

THE WAY UTILITIES USE RADIO

Number of Utilities Using Radio	58
Number Not Using Radio	20

Type of Broadcasting Used

Announcements	15	26.0%
Programs	18	31.0%
Both	24	41.4%

Most Effective

Announcements	21	36.3%
Programs	19	32.7%
Don't Know	18	31.0%

Programs Used

Music		37
(Popular	20)	
(Classical	2)	
(Semi-Classical	15)	
Talks		17
News		13
Drama		8
Special Events		5
Comedy		4

Programs Most Effective

Music		29
(Popular	13)	
(Classical	2)	
(Semi-Classical	14)	
News		13
Talks		7
Special Events		5
Drama		4
Comedy		3
Unanswered		20

Broadcast Under Own Name or Dealers

Under own name	27	46.5%
For dealers	12	20.7%
Both	17	29.3%
Neither	2	3.5%

Time of Broadcasts

Early Morning	18
Mid Morning	39
Afternoon	23
Evening	39

Average Number of Months Per Year Radio Used

9.08 Months

Average per cent of Advertising Appropriation Spent for Radio

9.6%

Do You Plan to Increase Your Radio Appropriation This Fall?

Yes	7	12.1%
No	45	77.6%
Undecided	6	10.3%

Type of Advertising Most Effective

Direct Selling	26	44.8%
Institutional	13	22.4%
Both	7	12.1%
Undecided	12	20.7%

THE AVERAGE private electric utility, according to the Harris survey here described, spends 9.6% of its total advertising appropriation on radio, uses a musical program in the mid-morning or evening hours, with spot announcements for special promotions. Although its programs consist of popular and semi-classical music, it is not quite sure whether or not this is the most effective type of program, and is inclined to favor spot announcements for all-around effectiveness. It broadcasts under its own name, and is on the air consistently over a nine months' period each year. Direct selling commercial copy is believed to be most effective. It does not plan to increase its radio appropriation this fall, according to the Harris survey.

Music Appreciation Hour On NBC for 11th Year

DR. WALTER DAMROSCH, music counsel of NBC and dean of American symphony conductors, returned to the air Oct. 14 for the eleventh consecutive season of *NBC Music Appreciation Hour*. The series will be heard Fridays, 2-3 p. m. (EST), on NBC-Blue, concurrently with the regular school term.

Supplementing local music appreciation programs, the broadcasts are divided in four series: Series A, devoted entirely to the study of orchestral instruments and the human voice; Series B, to music as an expressive medium; Series C, to the musical form, and Series D, to the lives and works of the great composers, from the 16th to the 20th century. Series A and B will open the program, and will thereafter share alternate weeks with Series C and D. NBC also is furnishing students, teachers and other listeners an instructor's manual, prepared by Lawrence Abbott, assistant to Dr. Damrosch, and designed to aid teachers in preparing their classes for the *Music Appreciation Hour*, and four student's notebooks, one for each series, to promote listener activity and participation.

Philharmonic Returns

THE 96-year-old Philharmonic-Symphony Orchestra of New York, on Oct. 23 will begin its ninth consecutive season of Sunday concerts (3-5 p. m.) on CBS. John Barbirolli will conduct 26 of the concerts for his third season with the orchestra, and Georges Enesco, Rumanian composer-violinist-conductor, will conduct the remaining two. Deems Taylor, CBS consultant in music, will return as intermission commentator. Guest artists will be featured. Six *Young People's Concerts* on CBS will be given under leadership of Ernest Schelling, returning after a year's absence, on six Saturdays, starting Nov. 19, 11 a. m.-12:30 noon.

New Teel Test

PROCTER & GAMBLE Co., Cincinnati (Teel dentifrice), on Oct. 12 started a 13-week test of a news program featuring Todd Hunter, on WBBM, Chicago. The program is heard six evenings a week at 4:45-5 p. m. Teel is also promoted through a weekly transcription, *Jerry Cooper*, on four stations, and through weekly announcements in two cities on the *Jimmy Fidler* network show. Agency is H. W. Kastor & Sons Adv. Co., Chicago, M. H. Petersen radio director.

The Case Against Rate-Card Discounts

Chuck Myers Tells of Advantages Gained By Flat Rate

SINCE its start, KOIN, Portland, Ore., has been charging flat rates quoted on a single time basis, rather than graduated term rates, and most advertisers like the idea of avoiding the trouble of discount calculations, according to President C. W. (Chuck) Myers.

Mr. Myers

In a recent exchange of letters with a large agency, Mr. Myers made clear his reasons for the flat rates, as well as the reasons for refusal to give 2% cash discounts despite the fact that they are given by the affiliated *Oregon Journal*, part owner of the station.

Started With Newspapers

Mr. Myers has consented to publication of excerpts from his letters because of the general trade interest in the rate and discount problems. His first letter in answer to a letter from the agency explains his position in this language:

"The basis of our rate structure dates back to my many years of newspaper experience. In fact, I have been in the advertising game so long that I have a very vivid recollection of the time when advertising agencies got together and practically demanded a flat rate of the newspapers. Perhaps we need some young blood, but anyway the flat rate principle was the agencies idea and the newspapers either thought it was a pretty good one or yielded to pressure because about 90 or 95% of them adopted it and are operating that way still.

"The fact of the matter is newspapers and agencies are cooperating in the flat rate principle because it is, after all, the right principle and if it is so accepted by newspapers which have been in business so much longer than we have why is it not a pretty good thing for radio also and cannot radio benefit in many other things which have been tried out and developed by the older method of advertising?

Would Simplify Time Buying

"This may be a case of everyone being out of step but Jim. However, I am sure you will agree that if all stations operated on a flat rate basis it would simplify your time buying tremendously and perhaps save you a lot of money in your office. Think of having no time discounts to complicate the advance work on schedules and think further of never having a short rate or an additional discount to worry about. It certainly simplifies our bookkeeping and it would likewise simplify yours and also simplify your clients' relations. Is this not true?

"So far as the actual cost of the time is concerned it must be as obvious to you as it is to me that it would be necessary for us to have a much higher base rate if we had discounts. Our flat rate constitutes a discount without the scratch of a pencil and you get it from the first program. Isn't there some advantage in this?

Cash Discounts

"I am sure that agencies will continue to fight for time discounts so long as time discounts are to be had and I certainly admire them for putting up a good scrap for their clients. And I am equally sure that practically every agency in the land would give three rousing cheers if there were no more time discounts anywhere to be had at any price, volume or anything else. It would tremendously simplify their accounting and other office operation, it would eliminate explanations of short rates to clients, it would permit them to place test campaigns without rate penalty, and I expect you could help me think of a lot of other good features from the agency standpoint of the flat rate principle.

"I realize that the 2% 'cash discount' for payment before a certain date is a little different from the agency standpoint, but here is our side of it. To begin with we do not accept business from those who are poor credit risks, and all good credit risks pay their bills promptly anyway. Here we are away out on the coast and what would happen if our check was not received by the 20th? Would you then pay us the extra 2%? How many stations actually collect an additional 2% if a check is not received by discount date?

"As it is we are supposed to pay the agency commission only if the bill is paid by discount date. But do we enforce this? You know we do not except in extreme cases where drastic action is justified and I am unable to remember one at present. Anyway you figure it the net we have left after all deductions for agency commission, sales commission, and what have you, is the station rate and this is what we have to operate on. Some stations, we have been led to believe, charge what they believe the traffic will bear.

"We have always followed the opposite principle of charging what we must have to operate in accordance with our ideas of good broadcasting, make progress and a little profit. If we took off any kind of discount we would simply have to make it up by an addition to our rate, in other words, following the old and, I hope, discarded method of merchandising, by marking up to mark down."

In a later letter, Mr. Myers replied to a suggestion from the agency that consistent and steady advertisers, as well as those who use strips, should have preferred rates. He wrote in reply as follows:

"Do I have reason to assume that you are suggesting a continuity rate rather than a volume rate? I believe nothing will come of it because I fear agencies and advertisers themselves would not accept it and stick to it as a general policy. If they would our rate card might 'talk turkey' to any advertiser who would guarantee a daily strip in season or out of season, hot or cold, wet or dry, good business or bad business. There you would have a mutual deal which would mean something to the station as well as to the advertiser who craves a discount.

"It is my belief that you already have about what you are looking for in your network contract and your clients, so far as I know, are confining their major radio activities to network programs. It would seem, therefore, that the discounts given by radio stations would not assure year around use of the station on a daily or even weekly basis.

"There is one other statement with which I must take emphatic issue and that is your comparison of newspaper space with radio to show that radio stations benefit more than newspapers from volume discount. I believe I am absolutely safe in saying it is exactly the opposite. Radio stations have only so many hours or quarter-hours to sell. When they are filled up during peak seasons they are through and that is all there is to it. Newspapers with unlimited flexibility as to size may add additional pages whenever they have the extra business and perhaps could well afford to bid for volume where radio stations cannot and should not. And again I doubt if volume discounts would result in the use of strips on a 52-week basis.

Year-Round Campaigns

This letter brought another reply, and Mr. Myers replied to it in this vein:

"I am naturally very grateful to you for your agreement with some of our reasons for the flat rate. Apparently the only idea we differ on right now is the assumption that the volume discount will induce advertisers to stay on the air in the summer rather than use a volume during the peak season. Neither of us will regard this slight difference of opinion as important and what I have said previously about doing such a good job for your clients that discounts would become a relatively unimportant issue, still goes.

"You are quite right in assuming that our rate card might be willing to talk turkey if advertisers and agencies would adopt the policy of offering noncancellable contracts on a daily or weekly 52-week basis. I also said I did not believe anything like this would happen because I doubt that agencies will take the trouble to sell and hold clients on the policy of running every day or every week in the year, hot or cold, wet or dry, good business or bad business.

"If this did happen it could be the subject of a complete revision of our rates which would favor such clients but on the other hand would raise our general rate structure enough to keep our average at least where it is now, if not a little higher and a little nearer where it should be."

September Network Billings Decline But Year's Total Still Exceeds 1937

SEPTEMBER billings of the three major networks totaled $4,781,688, a decline of 4.6% from billings for the same month a year ago, which were $5,012,032. Though it is the third consecutive month that combined network billings have not been as large as during the same months of 1937, cumulative billings for the year to date are still ahead of last year's, the 1938 total of $51,752,861 being 2.3% more than the $50,563,230 billed in the first nine months of 1937. Thus the third-quarter slump, serious as it has been, still was not bad enough to counteract the increases of the earlier months of 1938, which, plus the prospects for an even more prosperous fourth quarter, should make the total network billings for the year again well ahead of all previous years.

Individually, Mutual shows the greatest percentage gains for both September and the year to date over last year's figures. In September, MBS billed $200,342, a gain of 50.8% over the $132,866 gross billings for September, 1937. For the first nine months of 1938, MBS business totals $1,874,255, beating the $1,496,573 for the same period of last year by 25.2%

NBC billed its advertisers $2,979,241 in September, 4.5% more than its billings of $2,850,581 in September, 1937. Gross NBC billings for the nine-month period are $29,902,724, topping last year's billings for the same period, $28,291,115, by 5.7%.

CBS, with September time sales of $1,602,105, shows a 21.0% loss in comparison with 1937, best September in CBS history, when the network billed $2,028,585. For the three-quarters of the year, CBS is slightly below its 1937 level, the 1938 figure of $19,975,882 being 3.8% less than 1937's $20,775,542.

Gross Monthly Time Sales

	1938	*% Gain over 1937*	*1937*
NBC			
Jan.	$3,793,516	7.1%	$3,541,999
Feb.	3,498,053	6.1	3,296,782
March	3,806,831	5.3	3,614,283
April	3,310,505	1.0	3,277,837
May	3,414,200	6.2	3,214,819
June	3,200,569	6.6	3,003,387
July	2,958,710	9.3	2,707,450
Aug.	2,941,099	5.6	2,784,977
Sept.	2,979,241	4.5	2,850,581
CBS			
Jan.	$2,879,945	21.1%	$2,378,620
Feb.	2,680,335	18.4	2,264,317
March	3,034,317	18.5	2,559,716
April	2,424,180	— 5.4	2,563,478
May	2,442,283	— 4.6	2,560,558
June	2,121,495	—14.3	2,476,576
July	1,367,357	—31.2	1,988,412
Aug.	1,423,865	—27.2	1,955,280
Sept.	1,602,105	—21.0	2,028,585
MBS			
Jan.	$ 269,894	26.3%	$ 213,748
Feb.	253,250	9.0	232,286
March	232,877	— 5.9	247,431
April	189,545	— 5.3	200,134
May	194,201	25.6	154,633
June	202,412	72.4	117,388
July	167,108	64.7	101,458
Aug.	164,626	70.4	96,629
Sept.	200,342	50.8	132,866

School Starts Again on WLS

HARRIET H. HESTER
Educational Director, WLS

"School Time" — a WLS Educational feature, started its third year September 26th. It is broadcast Monday to Friday at 1:00 P.M. This time was selected through a poll of midwest school officials. The number of midwest schools listening regularly to School Time has increased each year and requests from teachers for the course of study to be followed indicates an even greater interest this year than ever before. School Time is only one part of the WLS Educational Service. Non-commercial School Time is another WLS service that makes WLS the popular station of the Midwest.

WLS Gets Results

National Representatives:

INTERNATIONAL RADIO SALES

Chicago, New York, Detroit,
Los Angeles, San Francisco

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* **(Chicago)** Glenn Snyder, *Manager*

Churches Hold No Public Body Is Qualified to Censor Radio

Federal Council Points to Evils of Excessive Regulation; Favors Public Advisory Groups

DEMOCRATIC control of broadcasting and strict avoidance of censorship are advocated by the Department of Research and Education of the Federal Council of Churches of Christ in America in a report published by Abingdon Press under the title "Broadcasting and the Public."

Subtitled "A Case Study in Social Ethics", the report was designed to "reveal the difficult process of building up social controls in the form of law and usage for the governance of a private enterprise which seeks to utilize discoveries and inventions in which the community has much at stake."

The report is described as the most comprehensive body of information yet assembled concerning the organization and conduct of the industry. The types of broadcasting — entertainment, educational programs and religious services — are described in detail and the problems of each are analyzed. Controversial issues, monopoly control, advertising policies and censorship, for instance, are discussed from different points of view. The international problem arising out of the use of radio as a diplomatic instrument is shown to be exceedingly serious.

Censorship Dangers

Development of democratic controls, says the reports, is a fundamental problem of the radio industry; governmental censorship is dangerous.

"In a democracy freedom of speech is a priceless possession," says the report. "No administrative government agency is wise enough to be entrusted with power to determine what people shall hear. Freedom of radio is almost if not quite as important as freedom of the press. If either is curtailed, our political and religious liberties are imperiled. For this reason we believe any attempt to regulate utterances over the radio by an administrative government agency, except within canons of decency, propriety, and public safety clearly defined by statute, is dangerous and contrary to public policy."

Since radio channels constitute a natural monopoly, however, ways should be found to keep these "frequencies" in the hands of broadcasters who serve the public "interest, convenience and necessity in the fullest measure," it was asserted. The report therefore urges that the FCC should be responsive to community opinion concerning the merits of past services rendered by applicants for the use of frequencies.

To guard against political interference, prevalent over a long period of years, and also to guard against undue influence by self-appointed critics, the report recommends that permanent voluntary associations representing the cultural interests of the community accept responsibility for appraising radio programs. Such groups would include educational associations, chambers of commerce and labor unions, medical societies, religious bodies, and any other permanent cultural associations which represent a valid community interest.

The report contends that, if we are to avoid an increased centralization of cultural activities under the government, voluntary associations must function more vigorously and conscientiously in the development of standards to govern broadcasting as a public service. "We cannot fairly demand," it says, "that the industry be responsive to public need without making provision for the intelligent and considered expression of that need."

Of the process of democratic control the report says:

"The continual evolution of standards that reflect the intellectual, esthetic, and moral judgment of the community and bear testimony to a will on the part of the industry to be responsive to the demands of the community—this is the heart of the problem of social control in a nation which deliberately rejects an unlimited concentration of power in the hands of government."

100,000 PERSONS ranged downtown Baltimore's streets during WBAL's introduction of *Lone Ranger* with a big parade, arranged by Harold Burke (right), station manager, and Philip Klein (left), of Philip Klein Adv. Agency, Philadelphia, handling the account for 7 Up Bottling Co. It was the station's biggest merchandising effort in its history, with the *Baltimore News-Post* cooperating by introducing the *Lone Ranger* strip to its readers at the same time.

Insurance News

NORTH AMERICAN Accident Insurance Co., Newark, is continuing its spot programs, chiefly news, on the following stations, with others to be added from time to time: WJR WLW WMCA KFI KPO KDKA WBZ KGKO KNX WOAI KPRC. Agency in charge is Franklin Bruck Adv., New York.

FREEDOM OF RADIO VITAL, SAYS WOLL

DANGERS of Government censorship and ownership of radio were described Oct. 4 to the American Federation of Labor Convention at Houston by Matthew Woll, AFL vice-president, who warned labor forces of the evils that have beset radio abroad. The address was carried by KPRC, and Mr. Woll was introduced by Joseph L. Miller, NAB labor relations director.

As an example of American freedom, Mr. Woll referred to the extemporaneous remarks over the air by William Green, AFL president, addressing a nationwide audience. "There was no restriction and no restraint," said Mr. Woll. "He spoke with complete freedom. I know of no other country in which that could have happened. That freedom is something worth any struggle to protect and maintain."

So far the broadcasting industry has resisted public ownership, Mr. Woll said. "The industry knows, as you know, that once the camel's head was in the tent it might not be long until the body follows", he said, "and that private enterprise, a right so vital to the American system, might be forced to give way to governmental operation of the entire industry, with its consequent evils."

Program Cut Off

WORL, Boston, has announced that the program of Judge J. F. Rutherford, head of Jehovah's Witnesses, was cut off the station Oct. 2 after 24 minutes, when he quoted from the book of an ex-Jesuit, which condemned Pope Pius XI and the Catholic Church. W. Cort Treat, WORL general manager, said he allowed the broadcast to go on the air in behalf of free speech despite many protests before the hour of broadcast, but took it off the air when the particular statement was made. The Rutherford broadcast originated in New York and was sponsored by his Watch Tower Bible & Tract Society. Mr. Treat said that hundreds of communications were received by WORL commending the action but that likewise violent protests came from many of Jehovah's Witnesses of Boston and surrounding suburbs.

Seek Evening Discs

A DEPUTATION from the Canadian Association of Broadcasters appeared early in October before the CBC to ask more time for evening transcription programs. At present exceptions are made of the no - transcriptions - during - evening-hours ruling in favor of stations in districts where local talent is scarce. Some of the smaller stations in the larger cities would like a similar use of transcriptions during part of the evening hours. The present exceptions are graduated according to position and power of the stations. No decision was given the CAB committee at Ottawa.

LONDON'S famed Trinity College, devoted to high standards of classical music the world over, on Oct. 3 named Dr. Franklin Dunham, educational director of NBC, as an honorary fellow. The award will probably be bestowed in New York early next spring.

Citation for O'Neill Pulitzer Drama Sidetracked by FCC for Further Study

PRESS and public antipathy against the FCC seemed to hit an all-time high during the last fortnight as an outgrowth of its citation of WTCN, Minneapolis, because of the *Beyond the Horizon* play relayed to it last July by NBC-Blue network. As a matter of fact, reaction against the citation was so brisk and unanimous that the FCC at its very next meeting, set aside its action designating WTCN's license for renewal, though it still hasn't wiped the incident from its books.

The editorial criticism in the daily press, branding the action as censorship and interference with free speech, soon had the five members of the FCC on the job reeling. The citation came at the FCC meeting of Sept. 27 (as first reported in Oct. 1 BROADCASTING), and at that time all five members voted for the hearing to determine whether the broadcast was proper. Action apparently was taken on the basis of a single complaint from a man and wife in the St. Paul-Minneapolis area, and so far as known, the authenticity of the complaint was never verified. It alleged that profanity was used in the broadcast of the 1920 Pulitzer Prize winner written by Eugene O'Neill, one of America's foremost playwrights.

A Change of Mind

First intimation of the impending FCC action was given by BROADCASTING in its Sept. 15 issue when it announced that the Commission had written the station asking for a verbatim transcript, together with other data. At its meeting Sept. 27, with only five members present, the citation for hearing was ordered, though it is understood recommendation by the law department came only after one of its attorneys had urged against that type of action.

Reports from FCC quarters are to the effect that at the meeting Commissioner E. O. Sykes expressed misgivings about the citation, but did not vote against it. These reports also were that Commissioner George H. Payne pressed for the action. At the next meeting, Commissioner T. A. M. Craven is understood to have sought to alter his vote, and spread on the minutes a dissent. This was not done, however, it was revealed, and a new vote was taken on Judge Sykes' motion.

At its Oct. 4 regular meeting, however, and after the torrent of editorial criticism, the Commission, upon motion of Judge Sykes and seconded by Commissioner Craven, voted to reconsider its action of the preceding week in designating the WTCN license for hearing. Then a second motion by Judge Sykes, seconded by Commissioner Craven, to grant the WTCN renewal application, was "passed over to give opportunity to all members of the Commission to study the matter".

Many newspapers picked up the incident as a censorship threat. The most amusing morsel, however, was that published by Leonard Lyons, New York columnist, on Oct. 6. He related that the FCC is censoring stations which broadcast the O'Neill prize-winner because of some cuss-words in the script. Then he observed: "The FCC officials are not aware of the fact that another Federal agency—the Federal Theater—three times has presented the same play, uncensored."

COME LOOK

SUCH GOINGS ON!

A finicky WOR sponsor whose name we can't reveal* recently made an offer on ten daytime shows. He asked for ten cents, promised a plant and demanded a proof of purchase. No sooner had the first WOR announcement fallen upon the first ears than 1108 dimes, proofs of purchase, plants changed hands. In all—13,608 dimes, plants, box labels took transit. Satisfied, but fidgetly curious, this sponsor analyzed his mail. Up popped letters from 33 states including Texas, Michigan, Minnesota, Oklahoma, Indiana, Virginia, Florida, Kansas, Iowa, Missouri, Kentucky, South Carolina—*Colorado, even!* To say nothing of the seven states we guarantee. You could almost (not quite) draw us through a ring when we heard of it. A hoop, yes. We have all this on the oath of the sponsor. And sponsors don't exaggerate. About results, that is. If this weren't enough (we think it is) WOR's John Gambling recently persuaded 1700 listeners one day, 5000 one week, to enter New York and Brooklyn Childs Restaurants, order meals, and add ten cents to every check for coasters to lay glasses on. But don't get the idea that there's anything unusual about this. If you've had your ear to the ground, you'll know that we've acquired a national reputation for topping the paradox.

*Here, anyway

WOR

New Proposal to Audit Radio Drafted for Joint Committee

Oct. 28 Meeting to Consider $150,000 Survey; Groups Fail to Agree on Acceptable System

DISAGREEMENT over a proposed "yardstick" to measure listening areas of stations, projected by its technical subcommittee, developed at the meeting of the Joint Committee on Radio Research in New York Oct. 3, with the result that another session has been scheduled for Oct. 28. At that meeting, it is expected, a revised proposal will be offered. A special committee representing the broadcaster, advertiser and agency groups was named to draft the new plan.

As outlined by the technical subcommittee, the plan for measuring listening areas, it is understood, involves personal interviews on a county-sample basis of some 200,000 individuals, and would cost about $150,000. The Association of National Advertisers, through its spokesman, President Paul B. West, held a more detailed method should be employed, entailing about a half-million interviews and involving an expenditure of possibly $500,000.

The NAB group, obviously at odds over proposals of both advertisers and agencies, had entered the meeting determined to reach some sort of agreement designed to approach the goal of establishing a permanent cooperative coverage bureau and of devising an acceptable method and was prepared to forsake the whole proposition unless an understanding was reached. Only ten members of the 15-man committee, however, were present, with the result that it was decided to schedule the meeting for later this month.

No Agreement on Formula

NAB President Miller attended the meeting as the head of the NAB group. At a meeting of the NAB Research Committee earlier in the day, Arthur B. Church, chairman of the NAB Committee, resigned that post in favor of Mr. Miller, but remains as chairman of the NAB's new research committee which will have seven, instead of five members, and also remains as a member of the Joint Committee. Mr. Miller's placement in the chairmanship of the NAB group on the Joint Committee was decided upon since Mr. West, as ANA president, and John Benson, president of American Association of Advertising Agencies, serve as chairman of their respective groups on the Joint Committee. Mr. Benson is general chairman of the joint group.

The feeling of the NAB group apparently is that the advertiser and agency members are demanding more from broadcasting as a medium than they procure, through the Audit Bureau of Circulations, from newspapers and magazines. The Joint Committee was launched in 1934 and got under way in the fall of 1935. Several exploratory studies have been undertaken, but there has never been any agreement on a formula.

Originally, NBC advanced $20,000 toward the Joint Committee's work, and CBS $10,000. In January, 1938, NBC and CBS each committed themselves to $10,000 additional of which all but $5,000 is understood to have been paid. Thus, some $45,000 has been spent, excluding a special study on rural listening habits financed by the major networks at a cost of about $15,000. This latter study, covering some 100 counties over the country, will be considered for publication at the meeting later this month, and among other things will show farm audience, hours of listening, product identity, age of sets and similar data heretofore unavailable.

Alternative Plan

The alternative plan to be drafted for consideration at the Oct. 28 meeting is expected to vary considerably from that proposed by the technical subcommittee, of which L. D. H. Weld, research director of McCann-Erickson, is chairman. Mr. Weld was not present due to illness which has kept him away from his office for some time.

Roughly, the subcommittee's plan is understood to provide for about 100 interviews per county, as an average. Listeners would be asked, along with routine questions about set ownership and age, the basic question: "Please name the radio stations that you and your family regularly use for actually listening to programs", both for day and night reception.

On a percentage basis station rankings in given listening areas would then be computed. The theory was that a county would be included in the primary area when the number of people who regularly listen to the station represented a minimum or 15% of all of the stations mentioned. The county would be placed in the secondary area of the station if the percentage of mentions ranged between 5 and 15%.

This percentage data would not be published or made available but would simply be projected on maps or listings which would show for each station the counties construed as within its primary and secondary areas, on a daytime and nighttime breakdown.

The subcommittee's plan also proposed, it was learned, that the individual interviews be supplemented by automatic recording devices for use in unusual cases where other than normal conditions might exist. The committee favored the "audimeter" recording device invented by Prof. Robert F. Elder which was described in BROADCASTING, March 1, 1936. This device, when attached to the receiver, records the actually listening of the owner by time of the day and night, station, and actual length of reception from given stations.

The subcommittee felt that perhaps 100 of these audimeters should be available to it for these other-than-normal counties, and they could be shifted from county to county to supplement the personal interviews.

Establishment of a permanent cooperative bureau to carry on this work was suggested by the technical subcommittee. This organization would be headed by a managing director, who would have research specialists on his staff, with headquarters presumably in New York. Aside from the basic "yardstick" of determining listening areas, the bureau also would carry on the studies relating to measuring of program popularity, listening habits, and actual signal strength contours.

Continuing Studies

Upon completion of the listening-area survey on a nationwide basis, which would unquestionably mean at least a year's work, the technical subcommittee's plan would be to carry on that work continuously. Changing of station facilities, licensing of new stations, and other recurring alterations in the coverage picture would entail new studies. Moreover, the committee felt that the nationwide listening area study, if agreed upon, should be made on a county-by-county basis at regular intervals of perhaps several years.

The nationwide survey, under the subcommittee's plan, would involve only winter propagation and listening conditions, rather than summer. The three-month summer period could be covered in a separate study.

Present at the Oct. 3 meeting for the NAB were Messrs. Miller and Church; J. O. Maland, WHO, Des Moines; Roy Witmer, NBC sales vice-president and John W. Karol, CBS market research director for H. K. Boice, who has resigned as sales vice-president of that network. Mr. Benson presided. Other AAAA members present were Dr. George Gallup, Young & Rubicam Inc.; D. E. Robinson, Federal Advertising Agency, and Frederick C. Gamble, AAAA executive secretary. Mr. West was the only ANA member present. Other ANA members are M. H. Leister, Sun Oil Co.; Stuart Peabody, Borden Co.; Dr. D. P. Smelser, Procter & Gamble, and Chester Lang, General Electric.

CANDIDATE TIPS
NAB Booklet Suggests How To Use Broadcasts

HOW to write and deliver a radio speech is described by the NAB in a booklet titled "Is Your Hat in the Ring?" The publication is one of a series under preparation designed to aid men in public life in radio technique, methods and objectives. An educational handbook already has been issued.

The new publication is designed especially for the political broadcaster. The political section of the Communications Act is quoted to convey to the candidate that both sides must be presented. The foreword, over the signature of Neville Miller, NAB president, brings out that the sole purpose of the booklet is to help men in public life present their views convincingly by radio.

RED CROSS-RADIO—Cooperation in future disasters was the basis of a discussion Oct. 6 between Neville Miller, NAB president (left) and Norman S. Davis, American Red Cross Chairman. The NAB and the Red Cross are establishing a permanent plan to coordinate emergency service by radio with relief activity, based on the experiences in the Ohio Valley flood of 1937 and the New England hurricane of last month. During the discussion, Mr. Davis expressed his thanks to the industry for "its unselfish and humanitarian work" and for its "most cordial cooperation with the Red Cross workers in the New England disaster recently."

WHBB Sale Proposed

SALE of the stock in WHBB, Selma, Ala., a 100-watt outlet on 1500 kc., to Bascom Hopson, operator of WJBY, Gadsden, and one-time lessee of WAPI, Birmingham, is proposed in an application made public by the FCC Oct. 3. Forty shares each would be sold by S. A. Cisler Jr., manager of KTHS, Hot Springs, and part owner of WGRC, New Albany, Ind.; H. A. Shuman, KTHS commercial manager, and G. W. Covington Jr., Montgomery banker.

Station WIRE

INDIANAPOLIS

announces the appointment

of

THE KATZ AGENCY

as its exclusive

national representatives

effective January first, 1939

Charleston Storm Finds WCSC Busy

Trick Twister Causes Damage But Station Keeps Active

RADIO's service in times of catastrophe was demonstrated once more when, after a tornado had struck Charleston, S. C., Sept. 29, causing extensive loss of life and destruction of property, WCSC, Charleston, and WBT, Charlotte, N. C., improvised facilities in the stricken area and carried descriptions and relief messages to the outside world.

The storm struck Charleston shortly after 8 a. m. Thursday, Sept. 29. Power to the WCSC transmitting plant in Windermere was cut off, with lines torn down in three places. A few minutes later the entire city had no power. The only link outside the city was secured when WCSC reversed the regular NBC program circuit to the AT&T repeating station at Denmark, S. C., and used it as a long-distance talking circuit. Through this loop WCSC fed NBC a pickup from the disaster scene, along with a later pickup by WIS, Columbia.

Off For Almost a Day

The WCSC transmitter was without power for 23¾ hours. Lines were repaired in time to deliver power to the transmitter so WCSC could sign on at 7 a. m. Sept. 30. No damage was done to the transmitter, which was out of the direct path of the tornado.

WCSC claimed a scoop of six hours on its first broadcast fed to NBC, at 12:30 p. m. Sept. 29, carrying eyewitness descriptions, interviews with victims, and a statement by Gen. Charles P. Summerall, chairman of the Charleston Chapter of the American Red Cross. Next day WCSC fed NBC a talk by PWA Administrator Harry Hopkins describing the damage and rehabilitation plans, along with a short statement from Mayor Burnet R. Maybank. On Oct. 1, for a South Carolina network, WCSC originated a Red Cross appeal for funds. Within 2½ hours, WCSC claims to have secured pledges of $1,250.

WBT, Charlotte, sent a special events crew, including Jim Beloungy, Dick Whitman, Charles Crutchfield, Bill Bivens, and Bill Mitcham, to Florence, S. C., where they were met by state highway patrolmen who escorted them to Charleston. Over a direct wire to New York, the WBT crew fed programs to CBS.

Avocado List

CALAVO GROWERS of California, Los Angeles (avocados) depending upon the market crop, has set Oct. 19 as starting date of a four-week campaign on 7 CBS Pacific Coast stations (KSFO, KARM, KOIN, KIRO, KVI, KFPY, KROY), using Fletcher Wiley's *Housewives Protective League*, Wed., 12:45-1 p. m. (PST). This will be augmented in Southern California starting Oct. 17 by a five-weekly participation in that program on KNX, Hollywood, only, during the four weeks. The organization is now making up its list and will use other stations and types of programs as well, during the campaign. Agency is Lord & Thomas, Los Angeles.

WNLC WORST HIT
In New England, Tidal Wave Hitting Transmitter

What WNLC Looked Like After Holocaust

WORST hit of all New England stations in the late September flood and storm was WNLC, New London, off the air three weeks when its power lines went down. Later the tower broke in the middle at the height of the tornado.

Engineer Neil Spencer barely escaped from the transmitter building before a tidal wave inundated it and washed out the front and back walls. The network lines held and WNLC supplied news via a speaker in the lobby of the hotel where its studios are located. Bob Howell went on the air when a WOR shortwave transmitter arrived, with Al Guiseppi, the city's first contact with the world. Charles Singer, WOR engineer, obtained a converter from WOR and WNLC was able to use DC power from the hotel plant for emergency operation. Other New England stations aided WNLC in resuming service on an emergency basis.

CP to Debut Requires 10 Weeks in Anniston

WHAT is probably a record for time elapsed between securing a construction permit from the FCC for a new station and going on the air for full commercial operation, will be achieved by the new WHMA, Anniston, Ala., when it starts full schedule operation Oct. 28. Harry M. Ayers, publisher of the *Anniston Star*, was authorized to construct the station in a grant made Aug. 3, effective Aug. 13. Thus scarcely 10 weeks will have elapsed before the station goes on the air.

Operating with 100 watts daytime on 1420 kc., the station's transmitter and speech input equipment are being supplied by Collins and its 155-foot tower by Wincharger. Its staff will be headed by John Pitts, formerly Southern manager at Atlanta for World Broadcasting System. J. G. Cobble, recently with WROL, Knoxville, is chief engineer, and Harold Russey, formerly with WSIX, Nashville, and WMFO, Decatur, Ala., is program director.

Luden's Is Active

LUDEN'S, Reading, Pa. (menthol cough drops), is using spot announcements on the following stations: WNAC WTIC WTAG WSYR WHEC WGR WBNS WCKY WJR KMBC KSTP WDAY KFI KLZ WFBR WFAA WBAP KTRH WFBM WHAS WREC WSMB KOMO and KHQ. A short news program is broadcast on WHO, Des Moines, three days weekly, and weather reports are given on WENR, Chicago. Luden's also is sponsoring three quarter-hour programs per week on the *Make Believe Ballroom* on WNEW, New York. J. M. Mathes, New York, is the agency handling the account.

Five Stations Are Added To World's Disc System

ADDITION of five stations to the World Transcription System, radio's first wax chain, bringing the total number of affiliates to 36, was announced Oct. 12 by World Broadcasting System. The new affiliates, said A. J. Kendrick, World vice-president in charge of Transcription System operations, are WTIC, Hartford; WSFA, Montgomery; KOY, Phoenix, and the Arizona Network, comprising KOY, KGAR, Tucson, and KSUN, Bisbee-Douglas, which will be offered as a group to advertisers desiring complete Arizona coverage.

WBS is now negotiating with additional stations in a number of cities, shooting for the goal of 75 outlets covering a like number of foremost markets in the country. WTS was inaugurated Oct. 1 as a means of making spot broadcasting available to advertisers and agencies on a "package basis", with flexible and centralized control the dominating features.

Beaumont Tries Quiz

BEAUMONT LABORATORIES, St. Louis (Four Way cold tablets), has started *Four Way Questionnaire* on WMAQ, Chicago. Heard Mondays and Fridays, the program is an audience participation quiz, placed by H. W. Kastor & Sons Adv. Co., Chicago.

Big Texaco Disc Series Placed on 148 Stations

TEXAS Co., New York (Texaco), by Oct. 1 had signed 148 stations of the United States and Canada to carry the quarter-hour shows produced during September by the NBC Transcription Service, thus forming one of the largest dealer cooperative campaigns on the air. Forty-two states are covered in the schedule of programs, broadcast one to three times weekly. The campaign was planned by Buchanan & Co., New York. Station list includes:

WMFO KVOR KWYB KOY KCRJ KGAR KSUN KGLU KUMA KTHS KLCN KLRA WVCB KRM KVOE KHUB KIEN KTRB KSRO KQW KERN KFSD KFXM KVC KTKC KYOS KIUP KOA KIDW KGHF KVOR KFKA WATR WMBC WELI WMFJ KID KVXD WEBQ WCLS WCBS WDZ WMBO WCAZ WLBC WIND WOC WMT KGLO WKBB KMA WIBW WREN KFH KSAL WPAD WOMI KVOL WSAL WTBL WBAL WMAS WHAI WHDF WJMS WBEO KDAL KWNO WGOM WFOR WCOC WGRM KWOS KGFW KGKY WOW WSNJ KOB WMFF WNBZ WFAS WESG WBIG WEED WAIR KLPM KOVC WBNS KBIX KHBG WKY KFJI KWOS KRNR KAST KMED KSLN WMBS WKOK WAIM WOLS KGFX KOBH KSOO KABR KWTN KRLD KRGV KFRO KPRC KTSM KFPL WRLH KIUN KDNT KSUB KSL WSYB WDEV WQDM WTAR WBTM WLVA WCHV KIT KVQ KVOS KELA KGY KXRO KMO KOMO WJSV WCHS WSAZ WHIS WPAR WBLK WCLO WIBU WSAU KWYO KDFM KVRS CFCL CJIC.

ANA Elects Officers

A. T. PREYER, vice-president of Vick Chemical Co., New York, was elected chairman of the board of the Association of National Advertisers at the annual meeting held Sept. 28-Oct. 1, at Hot Springs, Va. Three vice-chairmen were chosen: A. O. Buckingham, Cluett, Peabody & Co., New York; Kenneth Laird, Weco Products Co., Chicago, and D. P. Smelser, Procter & Gamble Co., Cincinnati. Paul B. West was re-elected president of the association, and H. W. Roden, Johnson & Johnson, New Brunswick, N. J., was elected treasurer. Directors named were: Northrop Clarey, Standard Oil Co.; H. B. Thomas, Centaur Co., New York; P. C. Handerson, B. F. Goodrich Co., Akron, and Carleton Healy, Hiram Walker Co., Detroit.

A GOOD JOB was done by WTHT, Hartford, during the September hurricane-flood emergency. Off the air only 45 minutes due to a broken feed line, it stayed on the air throughout the emergency and devoted entire facilities to flood bulletins practically continuously, carrying 30,000 of them, feeding Mutual three programs and canceling all other programs. Here are the emergency announcers, left to right: Fred Beiber, Ray Markey, Bob Martineau and Walter Nelson, at the peak of the storm.

FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.

1939 YEARBOOK NUMBER Included . . .

Send me **BROADCASTING**

Broadcast Advertising

NAME

ADDRESS

FIRM TITLE

SUBSCRIPTION RATES:

☐ 2 Years . $5

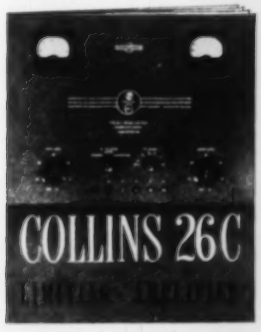
☐ 1 Year . . $3

☐ CHECK ENCLOSED ☐ SEND BILL

31 X 21½ INCH RADIO OUTLINE MAP INCLUDED IN YEARBOOK NUMBER

The New Collins 26C Limiting Amplifier

is a superb job of engineering. For one thing, it uses an entirely new, different and reliable automatic gain control circuit. We cannot begin to talk about the many features of the 26C within the space of this page, so we suggest that you get the 26C Bulletin and settle down for an interesting fifteen minutes of enlightenment. Then get a 26C for your station. It will do a real job for you.



COLLINS RADIO COMPANY

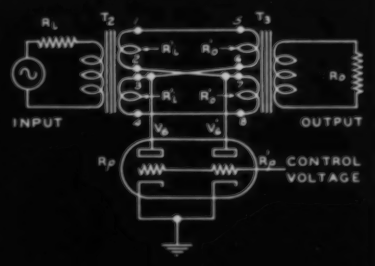


Fig.1

Fig.2

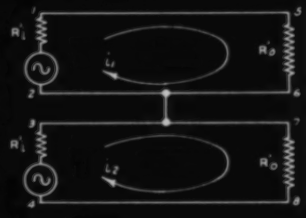


Fig.3

Fig.4

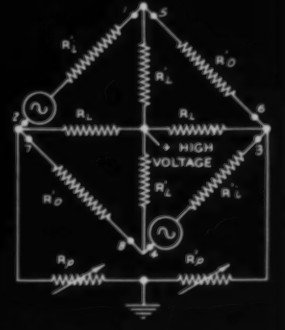


Fig.5

Mutual's Plea for Extension Of CKLW Attacked at Hearing

WJBK Contests Affiliation as Placing Outlet in Better Position Than Detroit Stations

APPLICATION of Mutual Broadcasting System for extension of its authority to transmit programs from and to CKLW, Windsor-Detroit, drew heavy fire from WJBK, Detroit local, during a hearing Oct. 3-4 before Examiner Melvin H. Dalberg. Appearing as intervenor with WJBK, represented by Elmer Pratt, was WSAY, Rochester, N. Y., represented by Frank Stollenwerck, although WSAY professed no concern with the Detroit-Windsor situation except as MBS programs coming to CBL and CFRB, Montreal, through CKLW might affect WSAY business in the Rochester area.

WJBK, alleging that CKLW was interested in maintaining itself as an MBS outlet primarily to enhance its position as a Canadian competitor in Detroit's "fourth largest American market", produced subpoenaed documents and witnesses purporting to show that the Canadian station was resorting to "unfair trade practices" to secure business on the American side of the boundary.

Louis G. Caldwell, counsel for MBS, objected generally to all testimony along this line, asserting that CKLW was no issue in the case, that it was merely a question of whether or not MBS should be afforded the same privilege of Canadian outlets accorded CBS and NBC.

Mr. Caldwell was assisted by Reed T. Rollo and Percy Russell. Samuel Rogers, K. C., Toronto, audited the proceedings for CKLW. Walter Johnson sat as FCC counsel at the hearing.

Weber Cites Advantages

George Davis, Washington consulting engineer, opened the MBS case, presenting comparative coverage statistics of stations in the Detroit area, including WWJ, WJR, and CKLW, and reviewing the network affiliations of Detroit stations.

Fred Weber, general manager of MBS, explained that CKLW affiliation was important to the network not only because CKLW was the key to Canadian-American broadcasts, necessary as a matter of service and "prestige", but also because CKLW was the MBS outlet in the important Detroit area. Mr. Weber held that if the license were not renewed and MBS were deprived of its outlet in this rich commercial area, advertisers would resort to other media or the other networks to obtain coverage in this territory. He explained that when CKLW originated a program for MBS, it was fed directly to MBS lines via the toll test board in Detroit, passed out on regular lines on a round-robin of MBS stations, including CKLW, and also transmitted to Canadian Broadcasting Corp. through a working agreement, for distribution to other Canadian stations.

Mr. Pratt said WJBK was not concerned with MBS service to Canada and that "an exceptional situation" existed in the Detroit area since it was, in last analysis, a matter of a Canadian station, outside the jurisdiction of the FCC, engaging in direct competition with American stations, among them WJBK, susceptible to close scrutiny by the FCC. Mr. Weber countered by pointing out that restrictive contracts of Montreal and Toronto stations limit MBS in Canada, and that CKLW is the key to MBS service both in that country and the Detroit area.

Competitive Position

When Mr. Pratt asked Mr. Weber just how CKLW would benefit from MBS affiliation, pointing to his previous general testimony on network benefits and detriments, Mr. Weber declared he was not qualified to answer questions on local situations. He analyzed the MBS service used by CKLW, referring to a program log previously entered as an exhibit, pointing to the relatively small amount of commercial service carried during the "typical" week. CKLW has originated for MBS an average of only one program per month from October 1937 to June 1938, he said.

Presenting the WJBK case, Mr. Pratt explained that the Detroit station was concerned only with the question of whether or not the MBS arrangement with CKLW placed it in a more favorable competitive position with other stations serving the Detroit area. He also alluded to "certain evidences of fraudulent practices", later amplified to include alleged price-cutting, rebates, and cost-per-inquiry or contingent rates. The practice of CKLW of importing American talent for some of its programs also was questioned.

R. D. Martin, consulting engineer, outlined the results of a field intensity survey of CKLW made in 1935, demonstrating Detroit coverage of the station. On cross-examination Mr. Martin qualified the 1935 findings by explaining that no population study or complete coverage survey was made with the present CKLW antenna.

Scripps Gives Cost Data

In an attempt to show the increased costs of a United States station over one in Canada, Mr. Pratt called William J. Scripps, general manager of WWJ, to the stand. Mr. Scripps outlined costs to WWJ of personnel, talent, musicians, and various royalties and licenses, including ASCAP fees. He estimated also that WWJ enjoys a large listening audience within a radius of 100 miles of Detroit, including Canadian territory, although he stated that coverage maps circulated to advertisers and agencies do not stress the Canadian coverage. Since the majority of WWJ listeners are on the American side, the Canadian coverage is not any great factor in getting business, he added.

B. G. Beveridge, advertising manager of the Kelvinator factory branch store in Detroit, told of a cooperative advertising arrangement with Ned's Auto Supply, selling Kelvinator refrigerators, for payment on a 50-50 basis for certain commercial programs on CKLW. Mr. Pratt attempted to show that rebates, allegedly disclosed in depositions filed in the case, were made subsequently by CKLW to Ned's Auto Supply, without the knowledge of the Kelvinator firm.

Following up his efforts to establish unfair trade practices on the part of CKLW, Mr. Pratt then called M. W. Kempthorne, Detroit, treasurer of Essex Broadcasters Corp. Inc., owners of CKLW and a subsidiary of Western Ontario Broadcasting Co. Ltd., who produced books of the company. These allegedly showed rate-cutting, contingent contracts and rebates.

Willard Lapp, Mr. Kempthorne's predecessor as treasurer of Essex Broadcasters, who left the employ of the company this spring, was questioned on relations between Essex Broadcasters and Western Ontario Broadcasting Co. He testified in connection with alleged rebates and rate-cutting.

Right to a Profit

To rebut this testimony Mr. Caldwell called J. Fred Hopkins, manager of WJBK, and confronted him with a financial statement of his station to show that WJBK was enjoying a greater profit than other locals in a similar situation, and indicating that apparently CKLW was not actually hurting WJBK's business as much as alleged. Mr. Pratt declared that this was no fit standard, that WJBK was fighting for its right to increased financial benefits.

J. E. Campeau, general manager of CKLW, was questioned by Mr. Caldwell on the procedure followed in complying with immigration regulations when American talent is imported to the Windsor studios. He was also questioned extensively on the procedure of originating programs for CKLW in America. Winding up the proceedings at a night session Oct. 4, L. J. DuMahaut, CKLW sales manager, was questioned on CKLW contracts with advertisers, particularly Philco and Snow Sales Co.

While War Pends

YEAR ago WOAI, San Antonio, gave to a startled world news of its latest discovery—a barking spider. In subsequent mail Newscaster Ken McClure received a purported specimen of such a creature, and for weeks researched on his own to find out whether or not the arachnid really barked. The spider finally died, however, and further study lagged. Recently Mr. McClure got another spider from Eagle Pass and once more he is trying to learn whether such an oddity does exist. Meantime he is keeping his listeners informed on the progress of his scientific research efforts.

CBS Eliminating Two Texas Locals

CHANGES in the CBS Texas coverage picture, through elimination of two 100-watt outlets by Feb. 1 which now are also associated with the Texas State Network and with MBS, were announced Oct. 4 by William P. Gittinger, CBS sales manager.

On Oct. 15, KNOW, Austin 100-watter, leaves the network, and by the end of the year WACO, Waco, is expected to terminate its affiliation. These stations, now owned by Hearst Radio Inc., are both under contract to be sold to two Fort Worth oil men for $50,000 each, with Elliott Roosevelt, president of Texas State Network and of Hearst Radio, expected to take over their operation and management upon FCC approval of the transfers.

Mr. Gittinger announced in his letter that upon KNOW's departure from CBS that KTSA, San Antonio, now sold in conjunction with KNOW at $250 per evening hour, returns to the base rate of $175 per evening hour, which it had before the stations were sold as a unit.

By the end of the year, he added, KRLD, Dallas, plans to be in operation with a new 10,000-watt transmitter, "adding 25 to 40 miles to the radius of its present primary area, and increasing the efficiency of its signal within that area by almost 50%". With that operation, he added, the CBS affiliation with WACO will terminate as of Feb. 1.

AT OPENING of the new NBC-Red *Vox Pop* series for Penn Tobacco Co.'s Kentucky Club pipe tobacco, this group of five was caught in the lobby of the RCA Bldg. Left to right are Wally Butterworth, announcer; Nate Tufts Jr., Ruthrauff & Ryan production director for *Vox Pop*; Heagen Bayles, manager Ruthrauff & Ryan radio department; Parks Johnson, announcer, and Graham McNamee, veteran NBC announcer.

THE COST OF TIME

● The Caption is trite. With no Yardstick on the Cost of Time, the phrase has remained abstract. And, with no yardstick, some stations have been allowed to carry the ball for five or six downs with possession undisputed.

● Through an original analysis of the Cost of Time, KWK has established a Yardstick for the National Spot Sponsor. And this Yardstick, developed by simple logic alone, makes KWK the outstanding selection in St. Louis for the National Spot Sponsor.

Write for Booklet explaining new yardstick—the name of it is, "It's About Time."

KWK

THOMAS PATRICK INCORPORATED
HOTEL CHASE — SAINT LOUIS
Representative PAUL H. RAYMER CO.
New York — Chicago — San Francisco

Why voters today — as their

IN THE OLD DAYS, the grandfather of today's voter got his political facts from the rumor experts around the cracker barrel in the village store. Authoritative non-partisan sources of information were hard to find. Never could grandfather push a button and tune in a radio discussion of both sides of a political issue... local or national. Probably grandfather never heard a President speak, or a Secretary of State, or a Senator from a neighboring State. He never listened to an English King or a French Minister. Foreign issues and even most national issues were a closed book to most of the electorate before the days of radio.

What the American System of Radio Networks and of Broadcasting has done for Voters Today

Today every man in the broadcasting business can take a bow for his share in performing a real public service for all America. For, the sum total of all broadcasting jobs makes it possible to give the Nebraska farmer and the California housewife the opportunity to be as close to national and international affairs as the alert resident of Washington. By reporting events impartially as they happen... by presenting both sides of every national or local issue... broadcasters are helping improve the nation.

RADIO BRINGS OUT THE VOTES... BY BRINGING OUT THE FACTS

Broadcasters present All the arguments of All the candidates to All the nation!

In the Presidential election of 1920 only 25 persons in each hundred voted although about 60 in each hundred were eligible. In 1936, the percentage of active voters jumped to 36 out of each one hundred. Authorities agree this gain... so important to the welfare of the nation... was to a great degree due to the complete information which radio brings to the public.

RCA

RADIO CORPORATION OF

RADIO CITY, NEW YORK

RCA MANUFACTURING CO., INC. • RADIOMARINE CORPORATION OF AMERICA
NATIONAL BROADCASTING COMPANY

know twice as much grandfathers!

An Informed Electorate Makes for a Better America!

Thanks to the work of the men in broadcasting, the American democracy has the opportunity to function better than ever before in history. You broadcasters keep voters informed . . . on their toes. And greatest of all . . . you give them the opportunity to form intelligent opinions based on unbiased facts.

Since its inception the Radio Corporation of America has been a leader in furthering this service to the public. The first election returns reported over the radio . . . announcing the election of Warren G. Harding . . . were broadcast by Station KDKA, now a station associated with National Broadcasting Company. Last year there were 821 microphone appearances of prominent statesmen over NBC networks. This year the facilities of all 154 NBC stations are again available to clarify issues and to present the views of leading candidates to the voters of our nation.

• • •

Listen to the "Magic Key of RCA" every Sunday, 2 to 3 p. m., E. S. T., on NBC Blue Network.

WORLD'S FIRST POLITICAL BROADCAST
NOVEMBER 2, 1920

This photograph shows an interesting scene during world's first pre-scheduled radio broadcast, when Station KDKA in Pittsburgh sent out Harding Presidential election returns in 1920. Second from right is announcer in front of microphone which resembles primitive telephone transmitter. KDKA is now an outstanding National Broadcasting Company station.

AMERICA

RCA COMMUNICATIONS, INC.
RCA INSTITUTES, INC.

Comparative Cost Of Major Media Shown by Survey

Basis of Data Used by CBS In Comparison Is Outlined

AN ARTICLE was published by BROADCASTING Sept. 1 on the comparative cost of the three major media. Based on data supplied by the Columbia Broadcasting System, it sought to establish the relative efficiency of newspapers, magazines and radio in terms of dollar cost per thousand families actually reached by a sales message in each of these media.

Wilder Breckenridge, of the Bureau of Advertising, American Newspaper Publishers Association, has pointed out that a statement by Dr. George Gallup was misquoted in that article. Lest any of its readers feel that the Columbia conclusions were based on invalid data, BROADCASTING has conferred with CBS and obtained an explanation in further detail as to how the basis for newspaper computations was determined.

The Sept. 1 article included this statement: "Dr. Gallup, in his extensive studies of newspaper readership (see *Editor & Publisher*, Feb. 8, 1930) has found that a 'better-than-average' half-page ad will be read by only 10% of the total circulation."

The statement by Dr. Gallup, to which the above observation directed attention, actually reads as follows: "We can say that a quarter-page advertisement for a higher priced automobile is good from the point of view of layout and copy when it is read by more than 7 per cent of the business and professional group; poor when it is read by a smaller percentage."

Validity of Data

It is understandable that, in view of the way in which the BROADCASTING analysis proceeded from this point, the ANPA might regard the final cost equations as based on nothing more than a misquotation. Actually, however, CBS researchers used a good deal of other material to arrive at the final cost-equation for newspapers, taking logical steps to work out the answers.

And when this figure was arrived at, on the basis of the latest available newspaper research data, CBS checked its conclusions with several advertising agency researchers before they were submitted to the client who originally requested them. In every case, opinion was unanimous that these figures were as valid as it was possible to make them—in the light of present data.

In fact, Roy Durstine's address before the ANPA on April 27 last is helpful in this connection. As spokesman for the advertising agency business, he described the average resultfulness of newspaper advertising thus: " . . . remember that with radio we are talking about sets *tuned-in* [italics Mr. Durstine's], while research men tell us that not more than 100 men or 15% of a newspaper's readers ever read the inside pages.

Space limitations, in the original article, did not permit the clarification of each step involved, but the facts are these:

Dr. Gallup, in his quoted state-

(*Continued on Page 48*)

EDUCATIONAL activities on the air occupied educators and radio executives of four States who met Sept. 30 in Louisville as guests of WHAS. Here are Allen Miller, director of University Broadcasting Council, Chicago; Franklin Dunham, educational director of NBC; Sterling Fisher, educational director of CBS; Dr. John W. Studebaker, U. S. Commissioner of Education, all of whom discussed radio education.

Educational Radio Problems Discussed As Four States Confer at Louisville

RADIO executives and educators from Kentucky, Indiana, Tennessee and Ohio met with Dr. John W. Studebaker, U. S. Commissioner of Education, Sept. 30 as guests of WHAS, Louisville, to discuss radio as an educational medium. Dr. Studebaker, who delivered the principal address of the conference, was introduced by Barry Bingham, president and publisher of the *Courier Journal* and *Times*, and owner of WHAS.

"The conviction is upon us," said Dr. Studebaker, "that this particular area of our life called radio presents a striking illustration of the need for preserving our characteristic American way of finding a happy medium between two extremes. Our conference today offers a welcome opportunity for the exchange of opinions in the interest of mutual benefit and the development of a general program for benefit of the public as a whole.

Pooling of Effort

"Education is old. Radio is new. If they are to work together they must find, and are finding a middle ground on which cooperative effort becomes effective. Each group is learning much from the other. In the final analysis, we must realize that neither private nor public monopoly can serve the best ends. There must be a pooling of our interests."

In opening the conference, Credo Harris, director of WHAS since its establishment in 1922, explained its purpose. He observed that attendance in classrooms may be compulsory, but such is not the case with radio. We must contrive to attract and somehow hold our listeners. That is a situation which must be taken account of in the preparation of our educational programs, and it is our hope that this conference may develop something to further that end."

Allen Miller, director of the University Broadcasting Council of Chicago, made a "confession of personal failures" in his efforts to develop educational broadcasts.

"Let me point out," he said, "some of the pitfalls which are apt to entrap us. First of all, education, like the radio, needs to accept three fundamental principles in its radio endeavor. Those three principles are public interest, convenience and necessity. Success depends upon keeping them in mind."

He also indicted educational programs as often being too limited in their appeal, and failing to vitalize education for the public.

"Universities and schools sponsoring programs too often seek publicity for themselves instead of attempting to render public service," he asserted. "They should realize that the desired publicity is best obtained by serving to the best interests of the public. Attempting to sponsor too many programs, for example, is a common fault. Quality should be emphasized, not quantity."

Mr. Miller proposed organization by schools of associations on a large scale to develop and promote a general radio-educational program.

Presenting the radio side of the picture, Sterling Fisher, educational director of CBS, told of work being done by the networks to promote educational broadcasting.

Outlining the ideal educational radio program, Franklin Dunham, educational director of NBC, listed five essentials.

"Such a program," he said, "should propose to increase knowledge, provide training of skills, develop appreciation of life, increase moral and spiritual values and have ability to make the listener think."

In attendance were:

Paul Garrett, Western Kentucky State Teachers College, Bowling Green, Ken.
Elmer G. Sulzer, University of Kentucky, Lexington.
R. H. Crossfield, Transylvania College, Lexington.
James H. Hewlett, Dean, Centre College, Danville.
R. E. Olmsted, Evansville College, Evansville, Ind.
Clarence M. Morgan, Indiana State Teachers College, Terre Haute, Ind.
John Sembower, Indiana State Teachers College, Terre Haute.
Harry Elder, Indiana State Teachers College, Terre Haute.
S. C. Carrison, Peabody College, Nashville.
Newton King, Asbury College, Wilmore, Ky.
Lawrence Brewer, University of Kentucky, Lexington.
Dick Smith, State of Ohio, Columbus.
Charles T. Morgan, Berea College, Berea, Ky.
J. R. Sterritt, Western Kentucky State Teachers College, Bowling Green.
Earl A. Moore, Western Kentucky State Teachers College, Bowling Green.
H. L. Donovan, President, Eastern Kentucky State Teachers College, Richmond, Ky.
R. R. Richards, Eastern Kentucky State Teachers College, Richmond, Ken.
Henry C. Pepper, Georgetown College, Georgetown, Ky.
W. W. Horton, Co. School Superintendent, Owingsville, Ken.
Hugh Spalding, Superintendent of Marion Co. Schools, Lebanon, Ken.
W. R. Carson Jr., Superintendent of Ohio Co. Public Schools, Hartford, O.
H. A. Cocanougher, Supt. of Boyle County Schools, Danville, Ky.
Arthur Fischer, Co. Supt., Washington Co., Ind.
E. J. Paxton, Ex-Co. Supt., Shelby Co., Ky.
Alex Jardine, Evansville Public Schools, Evansville, Ind.
F. E. James, Co. Supt. of Schools, Scottsburg, Ind.
W. E. Wilson, Supt. Clark County Schools, Jeffersonville, Ind.
Shelby C. Adams, Co. Supt. of Schools, English, Ind.
Harry Stone, WSM, Nashville.
Powell Stamper, WSM, Nashville.
Lawrence Hager, WCMI, Owensboro, Ky.
George Russell, WGRC, New Albany, Ind.
Mendel Jones, WCKY, Covington, Ky.
Joseph Ries, WLW, Cincinnati.
Mrs. Ruth Lyons, WKRC, Cincinnati.
Martin Leich, WGBF-WEOA, Evansville, Ind.
Mrs. Charlotte Falkner, WGRC, New Albany, Ind.
W. C. Swartley, WOW-WGI., Fort Wayne, Ind.
C. M. Everson, WHKC, Columbus.
Larry Roller, United Broadcasting Co., Cleveland.
Horace Capps, WBOW, Terre Haute.
George Patterson, WAVE, Louisville.
Nathan Lord, WAVE.

Boylan Claimed by Death; Introduced Wattage Bill

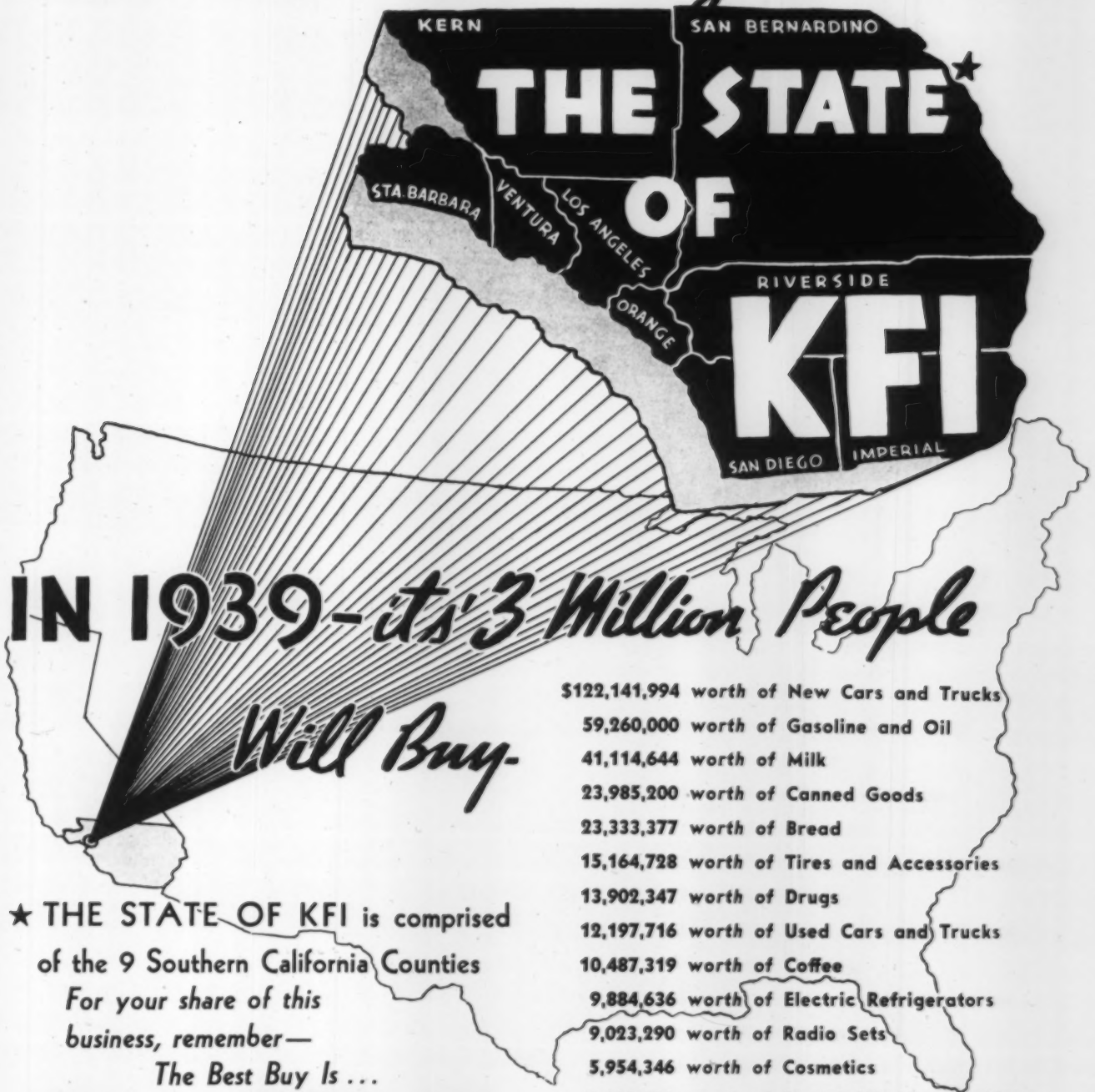
REP. JOHN J. BOYLAN, New York Democrat who early in the last session of Congress introduced the wattage tax bill proposing a $1 to $3 tax per watt on broadcast power, died in New York Oct. 5 at the age of 68. He had been a member of Congress for 15 years and was a member of the important House Appropriations Committee.

The wattage tax bill, written for Congressman Boylan by George H. Payne, FCC commissioner, received scant support in the last Congress. In fact, Mr. Boylan himself evinced little interest in it after placing it in the hopper. It expired with the adjournment of Congress.

Weco Using *Ranger*

WECO PRODUCTS Co., Chicago (Dr. West's toothpaste and toothbrushes), on Oct. 31 will join the list of companies sponsoring the *Lone Ranger* program now heard on 17 Mutual stations. The additional stations will be WAAB, Boston; WEAN, Providence, and WKBW, Buffalo, Mondays, Wednesdays and Fridays, 7:30-9 p. m. J. Walter Thompson Co., Chicago, is the agency for Weco. The program originated under the sponsorship of the Gordon Baking Co., Detroit, on WXYZ, Detroit, with the later addition of WGN and WOR, and sponsors in all parts of the country.

America's Third Major Market



IN 1939—it's 3 Million People Will Buy—

$122,141,994	worth of New Cars and Trucks
59,260,000	worth of Gasoline and Oil
41,114,644	worth of Milk
23,985,200	worth of Canned Goods
23,333,377	worth of Bread
15,164,728	worth of Tires and Accessories
13,902,347	worth of Drugs
12,197,716	worth of Used Cars and Trucks
10,487,319	worth of Coffee
9,884,636	worth of Electric Refrigerators
9,023,290	worth of Radio Sets
5,954,346	worth of Cosmetics
2,990,000	worth of Electric Washing Machines
2,073,242	worth of Vacuum Cleaners

Total purchases of $351,512,839 for the above items based on U. S. Department of Commerce figures

★ THE STATE OF KFI is comprised of the 9 Southern California Counties

For your share of this business, remember—

The Best Buy Is . . .

KFI

NBC RED NETWORK

Earle C. Anthony, Inc.

KFI • Los Angeles • KECA

EDWARD PETRY & CO., *National Sales Representatives*

PROBLEMS of radio were turned over and exposed to discussion as the 1st District NAB met Oct. 4 in Yankee Boston studios. In first row (seated, l to r) are John A. Holman, WBZ, Boston; Neville Miller, president of NAB; John Shepard 3d, Yankee and Colonial president, director 1st District; Gerald Slattery, WCOP, Boston, also WNBC, New Britain and WELI, New Haven; Miss Bertha Bannon, WDEV, Waterbury, Vt.; second row, G. S. Wasser, WQDM, St. Albans, Vt.; William T. Welsh, WSAR, Fall River; H. William Koster, WPRO, Providence; Paul Morency, WTIC, Hartford; standing, William Haase, WDRC, Hartford; Mr. Eger, of WQDM, St. Albans, Vt.; Ed Lord, WLNH, Laconia, N. H.; Quincy A. Brackett, WSPR, Springfield; G. F. Kelly, WCSH, Portland; E. J. Morey, WNLC, New London; Harold E. Fellows, WEEI, Boston; E. E. Hill, WORC, Worcester; C. G. Delaney, WTHT, Hartford; H. J. Wilson, WHEB, Portsmouth; Bernard Howe, WCOU, Lewiston; A. S. Moffatt, WMAS, Springfield; Richard E. Bates, WGAN, Portland; Gerald Harrison, WLLH, Lowell; and R. W. Hodgkins, WGAN, Portland.

Prompt Action on Copyright Advocated By Miller at New England NAB Session

VOICING a demand for proper dealing between radio and labor, and urging a united front for radio as an industry, Neville Miller, President of the NAB delivered the keynote speech at the regional meeting held for New England broadcasters at the studios of the Yankee Network Oct. 4. John Shepard 3d, president of Yankee and Colonial networks and NAB director of New England presided, and with Mr. Miller discussed difficulties confronting the industry at the present time and offered suggestions as to the proper remedy.

Mr. Miller pointed out specifically the importance of radio standing together as an industry and emphasized the need for free speech.

"I believe that radio stations underestimate their great value," he said. "These stations are the most potent factor in the world today for good or evil, and the owners of our radio stations must fight for the right to do their job in the way it should be done. We must have proper dealing with organized labor. We must have proper dealing in every respect as far as the Copyright Act is concerned and we must find out immediately where we stand with ASCAP.

A Definite Policy Needed

"We must have proper dealing with other agencies in the field such as newspapers, and all of these problems must be solved by radio as an industry. I, personally, feel that the newspapers do not know their own positions in regard to radio. Many of them are envious, feeling that radio has taken away some of their advertising, when the truth of the matter is that radio has made more advertising.

"Radio must have a definite policy and it is the plan of the NAB to develop this policy, with the aid of its members."

Later, going into the ASCAP situation, President Miller was outspoken in his demand to know where radio stands as far as the matter is concerned. "We must find out," he said, "just where radio stands with ASCAP and we must do it now so that in two years radio, if necessary, can be prepared to take care of itself. If we wait on this matter we will be too late for we must have time to make our own preparations if negotiations with ASCAP which are to come in the future, should fail. Let us find out just where radio stands now with ASCAP, and if necessary, let us prepare to fight."

Political Regulations

After a brief outline of the social, economic and industrial accomplishments of radio, President Miller brought up the matter of political broadcasting, voicing a demand for the necessity of changes in the regulations of such broadcasting. "They are trying to make laws which are only applicable to newspapers also apply to radio in this regard," he said. "But newspapers do not have to give equal space to all candidates for political office. Radio is restricted in this regard and it cannot censor. As far as cutting off a political speaker who might deviate from his original manuscript, even if such a manuscript had been read over in advance by the station, they would be expecting radio engineers to assume the role of lawyers. This cannot be accepted as radio engineers are not supposed to know slander."

Upon completion of his talk, both President Miller and Mr. Shepard, opened the meeting to questions and went into the various problems of the industry as voiced by those present.

A resolution was passed that at the next formal meeting to be held in this area next spring, only members of the NAB be permitted to attend. This came after Mr. Shepard had urged all stations, not already enrolled as members of the Association, to affiliate. At the beginning of the meeting and prior to President Miller's address, Mr. Shepard made a brief explanation of the Wages and Hours bill, calling its attention to those present, and voiced his opinion against free space for the moving picture industry in radio programs, citing as one of his reasons the recent one million dollar allocation for advertising, made by the motion picture industry, which was confined solely to the newspapers with no provision of any kind for radio.

WPIC Ready for Debut As Sharon, Pa., Outlet

ALTHOUGH its staff is not yet complete, the new WPIC, Sharon, Pa., authorized last April by the FCC to operate with 250 watts daytime on 780 kc., will go on the air on or about Oct. 24, with John Fahnline as general manager. Mr. Fahnline is one of the stockholders in the *Sharon Herald*, which controls the station. The newspaper's interests will be represented by A. W. McDowell, publisher.

The new station will use Western Electric equipment throughout, with a 250-foot Blaw-Knox radiator. UP news service and AMP transcription library have been ordered. Studios will be maintained both in Sharon and nearby Farrell. Paul Gamble, formerly with WKBN, Youngstown, has been appointed program director; J. T. Van Sweringen, also formerly with WKBN, commercial manager; A. C. Heck, formerly with WMMN, Fairmount, W. Va., chief engineer; John C. MacDonald, formerly with WLEU, Erie, and KFRO, Longview, Tex., chief announcer.

Libel Suit Called Free Speech Blow

Rosenbaum Answers Action by Annenberg Against WFIL

ACTION of M. L. Annenberg, publisher of the *Philadelphia Inquirer* and also of *Radio Guide*, in filing six libel suits following a speech by Senator Joseph Guffey, (D-Pa.) broadcast by WFIL, Philadelphia on Oct. 6, was described as a threat to free speech by Samuel R. Rosenbaum, president of WFIL. Mr. Annenberg on Oct. 7 filed civil suits in Philadelphia Common Pleas Court against Senator Guffey; the *Philadelphia Record* and its publisher, J. David Stern; Albert M. Greenfield, Philadelphia real estate man, banker, and prominent Democrat; WFIL, and Mr. Rosenbaum, who is also vice-president of the Greenfield companies.

The suit grew out of Senator Guffey's speech, in which he coupled criticism of Mr. Annenberg with an attack on the Republican State organization and ticket. The speech was broadcast by WFIL and published the following morning by the *Philadelphia Record*. Mr. Greenfield was named in connection with a speech made Sept. 21.

Censorship Dangers

Referring to the suit, Mr. Rosenbaum commented Oct. 7:

"Freedom of speech is absolutely basic to American liberty. The station has offered Mr. Annenberg an opportunity to present views opposite to those expressed by Senator Guffey and will be glad to place its facilities at Mr. Annenberg's disposal on the same terms.

"We were asked last night either to eliminate portions of the speech or forbid its delivery. It is not only against the law but also against American democratic principles for a radio station to attempt to censor a political speech or the expression of political thought. As for suppressing the speech because it was alleged to be libellous, we believe it is throwing an unfair burden on a radio station to expect it, in the last few minutes before a speech is delivered, to pre-judge the manuscript of a speaker as reputable as a senator of the United States. It is for the courts to say.

"If this action can succeed, every radio station will be subject to intimidation by the threat of such proceedings, and the free expression of political views in this country will be reduced and destroyed."

Nestle's Novel Test

LAMONT, CORLISS & Co., New York (Nestle's chocolate), secured advance information on the audience acceptance of its new *Quite by Accident* program by presenting it before an audience of 1,000 people who were told that it was a new program and asked for their reactions. When 84.6% of the spectators agreed the program was a good one and they would like to hear it regularly, the sponsor decided it was ready for the air, starting on two NBC-Red stations (WEAF, WMAQ) on Oct. 4. Program is a dramatic show, illustrating how missing a train, taking a wrong turn or a similar minor accident may change an entire life. Agency is Cecil, Warwick & Legler, New York.

...alone in the field

ALONE in the field of 2,500,000 Italo - Americans ---a field in which to run up a tremendously large Sales score ---IBC plays before an audience that spends over a Billion Dollars annually!

That's why Progressive Advertisers are reaching this *separate* and *distinct* Sales goal "The Italo-American Way"— the way to be "alone in the field" with *our* audience that lives with us every day of the year!

WOV
NEW YORK • 1000 WATTS

WPEN
PHILADELPHIA • 1000 WATTS

WBIL
NEW YORK • 5000 WATTS

THE INTERNATIONAL BROADCASTING CORPORATION • NEW YORK CITY

This Broadcasting Business

* No. 4—Geographical Distribution of Radio Network, Spot and Local Business By Kinds of Stations

By DR. HERMAN S. HETTINGER, Ph.D.
Wharton School of Finance and Commerce
University of Pennsylvania

DOES your station secure as large a percentage of network or national and regional non-network business as does the average station of your class, or are you particularly strong in some other category of business? The accompanying tables and analysis of data collected recently by the FCC will enable you to check your performance in this respect.

Important conclusions which may be drawn from this information are as follows:

1. The average clear-channel station gets 37% of its business from networks, 41% from national and regional non-network and 22% from local advertisers. The network proportion of business has risen from 33% in 1935, while the local percentage has dropped from 28% in the same year.

2. Regional stations affiliated with national networks secure 31% of their business from these organizations, 26% from national spot advertisers, and 43% from local sponsors. There has been a slight increase in the proportion of national spot business and a corresponding decrease in local volume since 1935.

Regional Business

3. Regional stations not affiliated with networks get approximately one-sixth of their business from national and regional advertisers and the remainder from local sponsors. The national percentage has increased slightly since 1935.

4. Local stations affiliated with networks got 17% of their business from this source in 1937 as compared to nearly 25% in 1935. This drop was due to the affiliation of an increased number of local stations located in secondary markets not of basic interest to the advertisers. National non-network advertising on these stations accounted for about one-eighth of the volume in both years, while the local percentage rose from 63% in 1935 to 70.9% in 1937.

5. Local stations not affiliated with networks get 91% of their business from local advertisers. There has been little change in this respect since 1935.

6. Unlimited regional stations are the only ones affiliated with regional networks which enjoy any important volume of national business.

7. Size of town has little influence upon the percentage of national business on clear-channel stations, though it naturally affects average revenues. Local business is more important on unlimited time clear-channel stations situated in cities of 1,000,000 population and over than anywhere else. This is due to the problem of covering huge metropolitan areas.

8. Regional stations in cities of 250,000 to 1,000,000 population enjoy the largest average percentage of network advertising—35.5%.

9. Other than in cities over 1,000,000 population (50.6%), the percentage of local business on unlimited regional stations increases as the size of the town grows smaller.

10. A large portion of the business of regional stations in towns under 25,000 population is national or regional in origin: 31.7% for unlimited stations in towns 10,000 to 25,000, and 55.4% in towns under 10,000; 32.9% and 37.9% respectively for day-time stations located in the same size communities; 72.0% for part-time regional stations in towns of 10,000 to 25,000, and 48.6% for communities less than that size. This confirms the use of these stations by national advertisers as a means of reaching rural areas, which was suggested in the article dealing with average station revenues.

11. Clear channel stations as a group account for 49.8% of total network business, 52.2% of national and regional non-network volume and 19.4% of local business. The regional stations represent 48.0% of network volume, 44.2% of national and regional non-network advertising and 61.5% of local business. The proportion of total radio advert sing of different kinds broadcast over local stations is as follows: national network, 2.2%; national and regional non-network, 3.3% and local 19.1%.

** Fourth of a series of analyses of broadcast operating statistics for 1937, based on data compiled by the FCC for that year and showing trends since the 1935 survey of the Department of Commerce. The writer, radio's first economist, is former director of research of the NAB and the author of several volumes dealing with broadcast economics.*

KWOS, 100-watt daytime local in Jefferson City, Mo., on Oct. 4 was authorized by the FCC to go to full time with 100 watts night and 250 day, effective Oct. 14.

Cincinnati Drug Chain Starts Series on WSAI

DOW DRUG Co., operators of a Cincinnati drug store chain, on Oct. 10 started *Dow's Daily Express*, a full-hour early morning program, for 26 weeks on WSAI, Cincinnati. The program, featuring Ray and Kay, conductor and hostess on a mythical streamlined commuters' train, and recorded music, is booked daily except Sunday, 7:30-8:30 a. m. (EST).

Ray and Kay make personal appearances at all the Dow neighborhood stores during the 26 weeks, interviewing customers, managers and chief pharmacists. Each week's six programs will concentrate on stores in a single residential community. All the interviews are recorded, and the best six are broadcast the following week, one a day. Interviewed persons are given merchandise orders at Dow stores. Time, temperature, and weather announcements are also carried on the program.

CKTB, St. Catharines, Ont., claims one of the youngest news commentators on the air—19-year-old Norman Marshall, of Welland, Ont., who conducts *Behind the News* daily.

PROPORTION OF 1937 TIME SALES
By Type of Origin on Various Classes of Stations[1]

Class of Station	ALL STATIONS			AFFILIATED WITH NATIONAL NETWORKS			AFFILIATED WITH REGIONAL NETWORKS ONLY			NOT ON ANY NETWORK		
	Network	National Non-Network	Local	Network	National Non-Network	Local	Network	National Non-Network	Local	Network [2]	National Non-Network	Local
Clear Channel												
50 kw. and over Unlimited	38.4%	40.7%	20.9%	38.4%	40.7%	20.9%	-----	-----	-----	-----	-----	-----
50 kw. and over Part-time	28.0%	61.9%	10.1%	28.0%	61.9%	10.1%	-----	-----	-----	-----	-----	-----
5-25 kw. Unlimited	38.8%	33.1%	28.1%	38.8%	33.1%	29.1%	-----	-----	-----	-----	-----	-----
5-25 kw. Part-time	16.9%	35.2%	47.9%	16.9%	35.2%	47.9%	-----	-----	-----	-----	-----	-----
High-powered regional	31.2%	30.2%	39.6%	31.2%	30.2%	39.6%	-----	-----	-----	-----	-----	-----
Regional												
Unlimited	29.3%	25.1%	45.6%	31.9%	25.9%	42.2%	13.4%	25.4%	61.2%	0.7%	13.4%	85.9%
Part-time	10.0%	17.4%	72.6%	21.7%	27.0%	51.3%	1.9%	18.3%	79.8%	----	9.4%	90.6%
Day time	2.0%	21.8%	76.2%	8.6%	30.7%	60.7%	5.5%	7.9%	86.6%	0.5%	19.5%	80.0%
Local												
Unlimited	7.6%	10.0%	82.4%	16.6%	12.4%	71.0%	6.8%	5.4%	89.8%	0.3%	9.1%	90.6%
Part-time	3.1%	7.5%	89.4%	27.5%	5.8%	66.7%	0.2%	14.0%	85.8%	1.3%	5.6%	93.1%
Day time	3.4%	2.1%	94.5%									

[1] Only stations with total net sales of $25,000 and over are included here, data being restricted to this group. This group, however, includes the vast majority of radio revenue.
[2] Evidently payment for handling programs on informal network arrangements or for special broadcasts with regard to which the station has been added temporarily to a regular network.

PERCENTAGE OF 1937 TIME SALES
By Type of Origin for Various Classes of Stations In Communities of Different Sizes[1]

	CLEAR CHANNEL		HIGH-POWER REGIONAL	REGIONAL		LOCAL		
	Unl.	Part-time	Unl.	Unl.	Limited & Day	Part-time	Unl.	Day	Part-time
1,000,000 and over									
Network	36.4%	37.8%	-----	25.9%	0.2%	8.8%	0.2%	-----	-----
National non-network	37.1%	47.9%	-----	23.5%	15.1%	12.1%	6.1%	-----	5.6%
Local	26.5%	14.3%	-----	50.6%	84.7%	79.1%	93.7%	-----	94.4%
250,000-1,000,000									
Network	44.7%	28.4%	29.7%	35.5%	3.8%	6.5%	10.1%	6.1%	1.4%
National non-network	38.4%	36.4%	32.4%	26.4%	15.3%	21.8%	9.5%		0.6%
Local	16.9%	35.2%	37.9%	38.1%	80.9%	71.7%	80.4%	93.9%	98.0%
100,000-250,000									
Network	31.5%	17.8%	35.9%	29.4%	-----	14.4%	12.4%	1.1%	
National non-network	53.3%	43.8%	25.3%	25.0%	29.1%	28.3%	13.7%	17.1%	
Local	15.2%	38.4%	38.8%	45.6%	70.9%	57.3%	73.9%	81.8%	
50,000-100,000									
Network	35.3%	-----	-----	24.4%	6.0%		12.9%		
National non-network	42.3%	-----	-----	25.9%	26.0%		8.4%		
Local	22.4%	-----	-----	49.7%	68.0%		78.7%		
25,000-50,000									
Network	-----	-----	-----	19.4%	10.2%	-----	7.8%	8.2%	14.1%
National non-network	-----	-----	-----	20.7%	36.3%	-----	11.7%	5.7%	6.0%
Local	-----	-----	-----	59.9%	53.5%	-----	70.3%	91.1%	79.9%
10,000-25,000									
Network	-----	-----	-----	12.2%	-----	21.1%	2.1%	-----	-----
National non-network	-----	-----	-----	19.5%	22.9%	50.9%	12.0%	5.3%	6.5%
Local	-----	-----	-----	68.3%	87.1%	28.0%	85.9%	94.7%	93.5%
Less than 10,000									
Network	-----	-----	-----	8.3%	-----	15.7%	1.8%	-----	-----
National non-network	-----	-----	-----	47.1%	37.2%	32.9%	2.1%	-----	-----
Local	-----	-----	-----	44.6%	62.8%	51.4%	92.1%	100.0%	-----

[1] Only stations with net sales of $25,000 and over are included. These, however, comprise the vast majority of station revenues.

CANADA'S OWN NATIONAL NETWORK

Serving The Dominion From Sea-To-Sea

Owned by the people of Canada . . . dedicated to the service of these people . . . the Canadian Broadcasting Corporation National Network provides a complete, intensive and friendly coverage of the radio homes of Canada, both English and French. With its organizing of the Dominion into five regional systems . . . linked up with privately owned stations . . . it has given Canada its first truly national network and the resulting moderate rate structure and perfected facilities have brought enduring benefit both to advertisers and the listening public.

In the short space of two years the CBC has established a notable record for fine sustaining and commercial programs on its national network service. Advertisers everywhere have been quick to appreciate the unique and increasing value of an individual, national network which, in addition to its own fine programs, enjoys such happy relations in exchange programs established with Broadcasting Systems of other Nations, notably the great networks of the United States.

CANADIAN BROADCASTING CORPORATION

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Toronto

COMMERCIAL DEPARTMENT

1231 Ste. Catherine St., West
Montreal

THESE ARE THE TEST STATI

WOKO	*Albany*	★WTIC	*Hartford*
★WGST	*Atlanta*	KMBC	*Kansas City*
WBAL	*Baltimore*	★KLRA	*Little Rock*
WGR-WKBW	*Buffalo*	KHJ	*Los Angeles*
WCKY	*Cincinnati*	WREC	*Memphis*
WHK-WCLE	*Cleveland*	WIOD	*Miami*
WHKC	*Columbus*	WISN	*Milwaukee*
WIS	*Columbia, S. C.*	★WSFA	*Montgomery*
KGKO	*Ft. Worth - Dallas*	WLAC	*Nashville*

★*Newest members of the Gold Group.*

World Transcription System proudly publishes its fast-growing list of stations comprising the Gold Group—a new step in radio, a new medium for advertisers.

These are tested stations . . . tested for sales ability. In building this new System, World has the benefit of nine years' experience working with stations throughout the country in the handling of transcription campaigns. Therefore, World has picked stations by their history of aggressive, independent merchandising of accounts . . . by their sales records.

The new World Transcription System thus brings together the strongest possible group of stations . . . known to be "producers." Experienced advertisers who have long since passed through the first flush of radio glamour and now demand measurable results for their radio dollars will welcome the Gold Group.

Both national and regional advertisers who heretofore have found no radio coverage pattern to fit their markets, may now buy flexible transcription campaigns on a

MEMBERS O

WORL TRANSCRI SYST

STED TIONS OF THE NATION

KOMA	*Oklahoma City*
WCAU	*Philadelphia*
★ ARIZONA NETWORK — KOY	*Phoenix*
★ ARIZONA NETWORK — KGAR	*Tucson*
★ ARIZONA NETWORK — KSUN	*Bisbee-Douglas*
WCAE	*Pittsburgh*
KOIN	*Portland, Ore.*
WRVA	*Richmond, Va.*
WHAM	*Rochester, N. Y.*
KDYL	*Salt Lake City*
KTSA	*San Antonio*
KGB	*San Diego*
KFRC	*San Francisco*
KDB	*Santa Barbara*
KIRO	*Seattle*
KWK	*St. Louis*
KHQ-KGA	*Spokane*
WFBL	*Syracuse*

Additional stations are being added regularly to complete the major market coverage of the United States.

ERS OF THE

ORLD CRIPTION STEM

group basis, with mechanical costs absorbed in whole or in part. In other words, World Transcription System offers all the desirable features of Selective Broadcasting combined with the efficiency, control and economy of network broadcasting . . . truly a great new step in radio.

Advertisers and their agencies are invited to ask about the many sales advantages and budget savings now available through the Gold Group. Address World Broadcasting System, 711 Fifth Avenue, New York City, N. Y.

WORLD BROADCASTING SYSTEM

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Transcription Headquarters

World's vertical-cut transcriptions account for 70% of all sponsored radio recording. Only World delivers true Wide Range quality, because only World records on Western Electric equipment, by the Western Electric Wide Range method.

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Pigs, Pokes & Pigs

IT WAS just about four years ago (though it seems twenty) that the movement was launched for a cooperative bureau to audit station coverage and audience. A Joint Committee on Radio Research was set up to find a "yardstick" acceptable to stations, advertisers and their agencies which would give to the buyers of radio time data supposedly comparable to that supplied on an audited basis by the printed media.

At first we were enthusiastic. Broadcasters, primarily the networks, agreed to foot the preliminary bill, so that a formula might be devised. Then the stations, by the subscription method, were to carry on, under the aegis of a committee equally representative of the three groups affected — broadcasters, advertisers and agencies. Time was going to be bought scientifically—no more pig-in-the-poke stuff.

Now, after four years, little has been accomplished except controversy. Like broadcasters, we have become somewhat weary of the whole thing.

According to the records, about $50,000—all of it supplied by the networks up to this time—has been spent by the Joint Committee, equally representative of the Association of National Advertisers, the American Association of Advertising Agencies and the NAB. Receiving set figures by counties have been projected for 1936 and 1938, and admittedly are valuable. A farm survey, as yet unpublished, was made last year at an extra cost of $15,000, again financed by the networks. But these are mere byproducts, and far from the goal of that "yardstick".

The Joint Committee of Fifteen met in New York Oct. 3. A plan to determine listening areas was projected by the so-called technical subcommittee. It proposed some 200,000 interviews by counties to ascertain station choices of listeners, to cost about $150,000. But the ANA, through its president, Paul B. West, felt this was hardly adequate — that there should be some 500,000 "personal interviews" for the country. The cost would be about $300,000—maybe more. And the broadcasters, of course, would foot the bill.

All of which indicates that the advertiser (and his agency) is asking far more of radio than he gets from competitive media. It appears the data being sought by the time-buyers would cover measuring of average audience for each 15-minute period of the day and night. That would be like asking the newspaper or magazine to ascertain just how many people read each column.

We have always held that a clearing house for basic statistical data for the industry would be desirable. But advertisers (and their agencies) know now after a dozen years of experience, that radio properly used for most products pulls better for the dollar spent than any other competitive medium. They don't need further proof than results. And that statement is backed by the budget histories of such accounts as Procter & Gamble and General Mills, among others. They *know* what radio does. That's why they are spending the bulk of their budgets for radio, using networks, transcriptions and spot. They *know* the cost per impression. It appears they just aren't telling, because they probably feel their competitors should learn for themselves.

The Joint Committee meets again in New York Oct. 28. Broadcasters are willing to work out an equitable arrangement whereby they would provide data comparable to newspaper and magazine circulation figures, and pay the overhead. But they shouldn't be asked to do more. After all, it is fine for time-buyers to talk about pigs in a poke, but they should not be too "piggy" about it.

*"No administrative government agency is wise enough to be entrusted with power to determine what people shall hear. Freedom of radio is almost if not quite as important as freedom of the press. If either is curtailed, our political and religious liberties are imperiled * * *."—From report of Federal Council of Churches of Christ in America.*

Forlorn Hope

THE UTTER futility of the FCC in practically all particulars never was more apparent. It is torn with internal bickerings, guilty of slapstick regulatory tactics and withal, would be Washington's biggest official laugh were the situation not so serious.

Just a year ago Chairman Frank R. McNinch was personally selected by the President to "clean up the mess". But he wasn't even given time to acquaint himself with personnel or procedure before the sniping began from within. Lately Mr. McNinch has been ill and away from his office. And he certainly must be more than mentally fatigued over the shape of things. He has tried hard.

When the President handed Mr. McNinch the "hottest spot" in Washington, he told him to adjust things if he could. We assume that if he finds the task impossible, Mr. McNinch proposes to say so. A session of Congress is around the corner. The FCC has little to show on the constructive side up to now and the record has a strong stench. It may even be necessary for Congress to start from scratch again, unless a miracle occurs in the interim.

Everyone in radio, and all who read the newspapers (thanks to the publicity penchants of certain members) know of the recent FCC eruptions. The citation of WTCN for hearing because of the *Beyond the Horizon* broadcast; the complaint of a group within the Commission because of a letter on personnel to the Civil Service Commission; the confession of error by the FCC in taking the unprecedented move of asking the court to reverse it in the so-called "Brooklyn cases"—all are in point. Then, of course, there are the helter skelter citations of stations for alleged program violations, and setting them for hearing—hearings which apparently never are held.

In the WTCN case five members present voted unanimously to set the station down for hearing because of a lone listener complaint alleging use of profanity in Eugene O'Neill's Pulitzer prize-winning play. And all other network stations that carried it were to be cited, too. Afterward, one member decided to dissent. But when the Commission was ridiculed in daily newspaper articles and editorials, and the cat-calls of censorship broke into type, it voted to "reconsider". WTCN still doesn't have its regular license renewal, for it was passed over to give all members opportunity to "study" the matter.

We are at a loss to find a reason for all the tumult on the part of a couple of commissioners about Mr. McNinch's letter to the Civil Service Commission seeking to exempt lawyers, examiners and certain other employes from civil service requirements. Practically all other agencies, we are told, are on the same footing. Individual commissioners have moaned about the need for legal talent. But even if this move would make it easy for Mr. McNinch to "purge" these divisions, there certainly appears to be ample ground. The succession of court reverses which the FCC has suffered, capped by the confession of error in the Brooklyn cases, do not appear to shower its lawyers with glory.

Apparently the only way in which the condition can be rectified is through a legislative house-cleaning—a new law. Broadcasting and the common carrier services do not seem to mix in a regulatory way. The commissioners all go for the more glamorous broadcasting and largely forsake the very important telephone and telegraph duties—particularly the latter, where two companies are grasping for economic deliverance.

An investigation at the next session is inevitable, we believe. And from the way things look now, it may be *requested*. At the moment, we incline to the view that broadcasting and related radio functions should be delegated to an agency under one-man control. That man, like the Comptroller General, should be named for a long-term—perhaps 10 years, and with sufficient pay to remove him from the political sphere. The law should be changed to permit a broad appeal to a specific court, which could review the facts as well as the law on appeals from the "Administrator's" decisions.

The fundamental FCC problem simmers down to personnel and politics. As long as there are seven commissioners, split into two or three factions, each trying to embarrass and undermine the other, the taxpayers' money is wasted and important industries suffer.

We Pay Our Respects To —

HYLA KICZALES

RUNNING a broadcast station is a man-sized job in any language. But what of operating two stations in New York and another in Philadelphia—and feeding a tailor-made network of eight outlets with foreign language programs?

No one will deny this is a man-sized job. Yet a woman is doing it. Hyla Kiczales, in her early thirties, is the general manager of International Broadcasting Corp., which operates WOV, one of the country's leading foreign-language stations. And for the last year, she also has managed WBIL, 5,000-watt New York part-time outlet, along with WPEN, rapidly forging forward in the Philadelphia foreign language field.

A few days ago Italy's highest cultural award, the plaque of the Societa' Nazionale Dante Alighieri, was presented to Miss Kiczales. It was the first time the award had been made to a non-Italian American. And it was the first time it had been bestowed upon an American woman. The award, made at a banquet attended by Mayor LaGuardia and other leading Italo-Americans, was in recognition of Miss Kiczales' direction of WOV, recognized as the official Italian cultural station in this country. It was a fitting tribute, well-deserved, to one of the country's foremost women executives.

In 1924, fresh from school, 18-year-old Hyla Kiczales became secretary to John Iraci, one of New York's well-known Italian importers. Simultaneously, she was dubbed "Miss K". Four years later Mr. Iraci purchased the tottering WGL, limited time 1,000-watt station. Miss K moved into radio with him as his assistant and as "second man" on the station, the call letters of which promptly were changed to WOV. The station entered the foreign language field, with emphasis on service to New York's sizeable Italian community. Studios and offices were acquired at 132 West 43d St.

WOV was breaking new ground. While radio was well established in the commercial field, foreign language operations were still incipient. The field had to be developed. And it was in this sphere that Miss K made her bid. Many national accounts, oblivious of radio as a foreign-language medium, first were cajoled into trial campaigns. Then they became enthusiastic clients, for radio produced amazing results for them.

Today, WOV and its sister station WBIL occupy three floors in the WOV Building. A half-dozen programs, developed and produced by WOV, are fed to an Eastern seaboard network. Among the accounts are Old Gold on a daily schedule, Procter & Gamble with three programs a day, and General Mills. In addition, a number of leading Italian importing houses serve the Italo-American audience from Philadelphia to Boston via WOV.

On the three stations managed by Miss Kiczales, there are approximately 100 employes, most of them men. While the foreign programs are predominantly Italian, there are also regularly scheduled Polish and Jewish features on WPEN in Philadelphia. Specialized personnel, acquainted with each audience group, is retained on each station staff. Tuesdays and Fridays Miss Kiczales spends in Philadelphia, supervising the operations of WPEN. The balance of the week, Sundays usually included, is devoted to WOV and other related stations.

In 1936, Mr. Iraci sold WOV to Arde Bulova, New York watch manufacturer and broadcaster, and perhaps the country's largest buyer of station-break announcements. Mr. Iraci remained as president and general manager and Miss Kiczales continued, as his chief assistant.

When Mr. Iraci sold WOV, he promptly purchased the time-sharing stations WPEN and WRAX, and consolidated them. In 1937, Mr. Bulova purchased the part-time WLWL, (now WBIL), New York, from the Paulist Fathers, and this property likewise was turned over to Mr. Iraci and Miss Kiczales.

When Mr. Iraci died suddenly in November of last year, Miss Kiczales was the logical successor. The policies then in effect were continued and Miss K carries on in the same tradition. These policies had and with increasing vigor have for their aim the uplifting and complete Americanization of the Italian population, particularly of the Metropolitan area.

The most recent forward step by Miss Kiczales was the formation of an advisory council consisting of persons prominent in the cities' communal, judicial and educational spheres.

It is the avowed life work of Miss Kiczales to bring to her audiences the finest in art, music, literature and education. To this accomplishment all her efforts are directed. That it is recognized and has received acclaim and approval, both here and abroad, is eloquently testified to by the award the Dante Alighieri Society has bestowed on her.

Hyla Kiczales was born in New York on June 7, 1905. After her grammar and high school education, she joined Mr. Iraci, and never served any other boss until his demise. She resides in New York proper with her mother and two sisters. When she finds time away from New York and Philadelphia radio she goes in for swimming and horse-back riding.

Personal NOTES

ANTHONY J. KOELKER, NBC farm editor for the last four years, has been named assistant agricultural director of NBC, according to an announcement by Niles Trammell, NBC vice-president and manager of the Central Division. Mr. Koelker will work with William E. Drips, NBC director of agriculture.

BOND P. GEDDES, executive vice-president and general manager of RMA, was elected for a three-year term to the board of directors of the American Trade Association Executives at its last annual meeting. Mr. Geddes previously had been a member of the ATAE public relations committee.

MARTIN S. WALES, manager of WIOD, Miami, recently returned from a vacation in Ecuador, South America. At Quito, high in the Andes, Mr. Wales experienced an earthquake which he reports as being much worse than a tropical hurricane.

ARTHUR C. STEPHENSON, formerly with WIBA, Madison, Wis., and J. Neff Wells Jr., recent graduate of Iowa University, have joined the commercial department of WOC, Davenport, and Charles R. Freburg has been appointed traffic manager.

CESAR SAERCHINGER, former European representative of CBS, who returned from England this month to make his permanent home here, returns to the microphone Oct. 14 in a series titled *The Story Behind the Headlines*, Friday nights on NBC-Red, under auspices of the American Historical Association.

MARK ETHRIDGE, former NAB president and general manager of the *Louisville Courier Journal*, operating WHAS, was speaker at the University of North Carolina's 145th anniversary Oct. 12.

GEORGE MATEYO, of the WOR sales promotion department, has been appointed to the faculty of New York University School of Commerce and will conduct regular evening classes in addition to his duties at WOR. A Harvard graduate, Mr. Mateyo was associated with McCann-Erickson in Cleveland before joining WOR.

FRANKLIN OWENS, formerly with BBDO and Maxon Inc., has joined the sales staff of WMFF, Plattsburg, N. Y.

MARDI LILES, formerly program director of WFLA, Tampa, has joined WLAK, Lakeland, as manager. Paul Jones has succeeded him as WFLA program director; Don Bell has been named production manager, and James Jones, of Mobile, Ala., manager's secretary.

GORDON OWEN, for three years account executive at KYA, San Francisco, and prior to that with KSL, Salt Lake City, on Oct. 10 assumed his new duties in charge of sales for KUTA, Salt Lake City.

C. W. MYERS, president of KOIN-KALE, Portland, Ore., is in Honolulu on a short vacation. He expects to return to Portland by Nov. 1.

STANLEY HUBBARD, president and general manager of KSTP, Minneapolis-St. Paul, has been elected to the board of directors of the Minneapolis Better Business Bureau.

M. M. BLINK, Standard Radio, Chicago, left Oct. 3 for Hollywood.

MELVIN DRAKE, formerly of KGGF, Coffeyville, Kan., has joined the sales staff of KTUL, Tulsa.

JACK KEMP has joined the commercial department of CJRC, Winnipeg. He formerly was with CKCK, Regina, and CKSO, Sudbury.

PETER AYLEN, new manager of CBR, Vancouver, has moved to his new post from Toronto, after marrying Miss Muriel Whitefield of London, England.

HARRY COMER, formerly of KFI-KECA, Los Angeles, has joined Don Lee Broadcasting System, that city, as account executive.

FRANK E. MASON, NBC vice-president, will address the Baltimore Advertising Club on Oct. 19, speaking on radio's coverage of the European crisis.

GORDON LLOYD, formerly with the sales department of WINS, New York, has joined the sales department of WNEW, New York.

E. K. BAUER, business manager of WLW-WSAI, Cincinnati, is the father of a boy, his second, born Oct. 1.

JACK HOWELL, formerly of KRLD, Dallas, has been named commercial manager of KFJZ, Fort Worth. Len Finger, program director at KTAT, Fort Worth, has also taken on the program directorship of KFJZ.

H. V. KALTENBORN, CBS news analyst and editorialist, who interpreted so skillfully the news of the European crisis, on Oct. 3 entertained the CBS crew who had worked with him at a party at his home.

LLOYD YODER, general manager of the NBC stations, KPO and KGO, San Francisco, left Oct. 9 for New York to attend the meeting of all managers of the NBC owned and operated stations.

CHARLES WARBURTON, NBC production director, is spending three weeks in Toronto assisting the Canadian Broadcasting Corp. in the production of a series of Shakespearean programs.

JOHN KAROL, director of market research for CBS, addressed the St. Louis Association of Manufacturers' Representatives Oct. 7 on "Are You Listening?"

NEALE V. BAKKE, senior salesman of WTMJ, Milwaukee, married Elizabeth Button Taylor on Oct. 1.

RAY CONLAN, account executive of KYA, San Francisco, resigned Oct. 1.

MAX GRAF, general manager of Titan Productions, San Francisco, is recuperating from an illness which confined him to a hospital for several weeks.

FRANK BYRNES, account executive at KJBS, San Francisco, recently resigned to join Calavo Growers in Southern California.

WILFRED S. ROBERTS has been transferred from the production to the commercial program department of NBC. A graduate of the University of Michigan, Mr. Roberts was formerly in the advertising and sales department of the Aluminum Co. of America in Wisconsin and New York.

JERRY WRIGLEY, commercial manager of WSUN, St. Petersburg, Fla., is the father of a girl born Sept. 23.

Additions at WLS

GEORGE LOSEY, formerly program director of WDZ, Tuscola, Ill., has joined the production staff of WLS, Chicago. Added to the station's promotion department is Mary Esther Moulton, publicity writer, a recent graduate of the Medill School of Journalism. Miss Moulton has assisted in script writing for WGN's *Feature Foods*, conducted by Martha Crane and Helen Joyce. David McCrary, announcer and writer, has joined WLS. Mr. McCrary, also a production man, actor and bass soloist, has been with WFAA, Dallas, and later with KRLD, of that city, where he conducted *Crime Reporter*, and taught radio production at the Southwestern School of Radio. Julian Bentley, having recovered from injuries received in an automobile accident, returned to his duties as announcer and news editor of WLS the first week in October.

NBC Shifts in Frisco

A NUMBER of important personnel changes in NBC's San Francisco studios have been announced recently by General Manager Lloyd E. Yoder. Robert Seal, program manager of WCOL, NBC affiliate in Columbus, for the past two years, has been appointed San Francisco production manager. He succeeds Cameron Prud'homme, who has been transferred from the position of production manager to that of producer in charge of all dramatic programs. Cliff Anderson, in charge of San Francisco program traffic, went to NBC's Hollywood studios Oct. 1 and Van Fleming, producer of *I Want A Divorce* and other San Francisco broadcasts, resigned Oct. 9. Mr. Fleming joined Emil Brisacher & Staff, San Francisco agency.

Larry Elliott Promoted

LARRY ELLIOTT, announcer with WJSV, Washington, since Oct. 1932, when the station first went on the air for CBS, was transferred by CBS to New York Oct. 7. He was formerly with WRC-WMAL, NBC Washington stations, and had free-lanced on local commercial programs for two years. Mr. Elliott, a native Washingtonian, achieved a national reputation with his introductions of President Roosevelt and Supreme Court Justice Black on CBS broadcasts. Members of the WJSV staff surprised Mr. Elliott with a farewell party at his home. On behalf of the staff, Warren Sweeney, president of the WJSV Announcers' Guild, presented him with a pipe kit.

BEHIND the MIKE

BILL GOODWIN and Thomas Freebairn-Smith, CBS Hollywood producers-announcers; Dr. Charles Frederick Lindsley, head of the department of speech and education, Occidental College, Los Angeles, and Hollywood commentator; and Mel Williamson, producer of the weekly CBS *Calling All Cars*, in addition to their regular duties, have joined the Max Reinhardt Workshop, Hollywood, as radio instructors.

ROBERT TONGE has resigned from KFI-KECA, Los Angeles, to join WBBM, Chicago, as special events announcer. Lew Crosby has also resigned from KFI-KECA, to devote his time to free-lancing. He announces the CBS *Lum & Abner* programs, *Joe Penner Show* and NBC *Woodbury Playhouse*. Lou Withers on part time duty at KFI-KECA, takes over Crosby's former duties.

NEIL MOYLAN, formerly of WGBI, Scranton, recently joined WFBL, Syracuse, replacing Donn Bennett, who has gone to WNBF, Binghamton. Al Dary, formerly with Paul Whiteman, has joined WFBL.

CHARLES STERRITT was recently promoted to chief announcer, and Ed Thomas, to production chief, of WJBK, Detroit.

CHESTER CLARK, formerly of WTAR, Norfolk, has joined WCAE, Pittsburgh. Grace Gatling, secretary to Manager Campbell Arnoux, will leave the hospital soon after recovering from injuries suffered in an automobile accident ten weeks ago.

MILTON C. HILL has rejoined the staff of WHK-WCLE, Cleveland, as news editor. He will also handle special dramatic and news productions.

CLAY McDANIEL, recent graduate of the Stanford University division of Journalism, has joined KYOS, Merced, Cal.

DICK JOY, CBS Hollywood announcer, and Jean Wessa were married at Glendale, Cal., Sept. 30. Mrs. Joy, a radio singer, is known professionally as Lyn Carol.

IVAR SIVERTSEN Jr., at one time publicity director of Milton Weinberg Adv. Co., Los Angeles, has joined Fadell Publicity Bureau, Minneapolis, as assistant production manager.

HARRY W. FLANNERY, news editor of KMOX, St. Louis, has started a six-weekly series of news broadcasts for Stephano Bros., Philadelphia (Marvel cigarettes).

AL GODWIN recently joined the announcing staff of WWL, New Orleans.

GAY AVERY, announcer, and Laura York, of the program department of WOW, Omaha, are to marry soon.

GEORGE WARD, announcer for WNYC, New York, is working on a film illustrating the special events work at WNYC.

ALBERT DONALDSON, formerly of WBBZ, Ponca City, Okla., and KFXR, Oklahoma City, has joined KRIC, Beaumont, Tex.

BARBARA BEAL, receptionist at WGN, Chicago, was married Oct. 1 to Edmund Woodbury.

DICK FISHELL, in charge of sports and special events at WMCA, New York, on Oct. 10, joined WHN, New York, as director of sports. Jimmy Powers, sports editor of the *New York Daily News*, replaces Fishell at WMCA.

HOME economics is main interest of Buelah Karney (left) and Martha Moore, commentators. Mrs. Karney broadcasts regularly on KMBC, Kansas City. When she went to Hollywood recently on vacation Mrs. Moore, who conducts the *Woman's Forum* on KNX, induced Mrs. Karney to take over the program for a day, as guest commentator. Photo shows Martha Moore introducing her guest.

HERBERT DONOVAN, formerly with the John Barnes Co., Milwaukee agency, and previously radio director of Kasper-Gordon Studios, Boston, has joined the NBC Chicago continuity staff. Jack H. Fern, who did newscasts for KFRU, Columbia, Mo., while in school in that city, has joined the news and special events department of NBC, Chicago.

GEORGE H. INCLEDON, formerly radio director of Ford, Browne & Mathews, Chicago, has joined William R. Harshe, publicity, Chicago.

ETHELEN VAN PORT, formerly with the *New York Journal-American*, has joined NBC traffic department as assistant to Miss A. M. Caramore, who is in charge of sustaining traffic.

ADOLPH J. SCHNEIDER, formerly in the news bureau of WHO, Des Moines, where he was in charge of experimental facsimile broadcasts, has joined the NBC news and special events department as a member of the news-editing staff to write the material used on the new *Goodyear Farm Service* program.

THOMAS SEVERIN, who started at NBC as a page in 1933, has been transferred from the guide staff to the office staff of guest relations, replacing Francis Koehler who resigned last month to join the sales department of WRTD, Richmond, Va.

CECILIA McKENNA resigned last month from NBC legal department to join the Aircraft Division of the U. S. Navy.

ALFRED H. TEMPLE, former announcer for WGH, Newport News, Va., has resigned from the NBC guide staff to become announcer for WBAL, Baltimore.

GEORGE De PUE, NBC guest relations staff, married Alice Emerick on Oct. 3. Harvey J. Gannon, NBC program department, was best man.

BOB ARTHUR, formerly of WLW, Cincinnati, has joined WBNS, Columbus, O. Irwin Johnson is the father of a girl born Sept. 22.

ALLEN STOUT recently succeeded Bill Ware, resigned, as sports editor of WKRC, Cincinnati.

RICHARD PACK, publicity director and news editor of WNYC, New York, is studying in his spare time for an M.A. at Teacher's College of Columbia University. He intends to specialize in radio education and will write his master's thesis on *Showmanship and Radio Education*.

KENNETH BLACK, member of the Songfellows Quartet on WHO, Des Moines, married Juanita Smith, of Decatur, Ill., Oct. 3.

GEORGE R. YOUNG, of the CBC production staff in Toronto, has been transferred to Halifax as acting program director of the Maritime Division, replacing Frank Willis who has been loaned to the Australian Broadcasting Commission. W. E. S. Briggs, of the CBC Ottawa program staff, goes to Halifax to assist Young.

SAM PERRIN and Hillard Marks, Hollywood writers, have joined the scripting staff of the NBC *Jack Benny* show.

WALTER ARNOLD, new to radio, has joined KFOX, Long Beach, Cal., as announcer.

FRANK B. GOSS, formerly of KFOX, Long Beach, Cal., has joined KFWB, Hollywood, succeeding Jack Strock, who resigned to free-lance.

WINFIELD HANCOCK, KFVD, Los Angeles, announcer-technician, has resigned. He is succeeded by Bill Kelso formerly of KMTR, Hollywood.

WILSON EDWARDS, formerly of KIRO, Seattle, has joined KFI-KECA, Los Angeles, as announcer.

BILL HAY, Hollywood announcer of the NBC *Amos 'n' Andy* program, on Nov. 1 celebrates his 15th anniversary as a broadcaster, 13 with *Amos 'n' Andy*.

JOSEPH BOLEY, of WOV-WBIL, New York, is now also a featured commentator on Paramount Newsreel.

JERRY DOGGETT, who has been announcing for the Gordoni & Lee production firm, Chicago, on Oct. 17 joins the staff of KFRO, Longview, Texas.

LOUIS PIERCE, recently of the New York legitimate stage, has joined WIP, Philadelphia, replacing Tom Dane, who resigned to join WBAL, Baltimore.

CHARLES HOGG, 15-year-old singing star of WIP, Philadelphia, left for Hollywood recently after signing a five-year movie contract with Republic Pictures. He is to be cast immediately in Republic's *Texas Ranger*.

DARRELL DONNELL, formerly radio editor of the *San Francisco Examiner*, has joined KFRC, San Francisco and is presenting news broadcasts.

GORDON REID, formerly of CJOR, Vancouver, has joined the announcing staff of CFRN, Edmonton.

HUGH YOUNG has been appointed promotion and special events manager of CJRC, Winnipeg.

REID E. PATTERSON has been transferred from the NBC page staff to the legal department of NBC replacing John C. Corbett, who resigned on Sept. 15 to continue studies at New York U law school.

VIRGINIA BLACHLY resigned on Sept. 30 from the NBC press division, where she was assistant to Amelia Umnitz, fashion editor. Formerly, Miss Blachly had been with the NBC guest relations division and the publicity department.

CHARLES H. THURMAN, manager of the NBC guest relations division, is in Hollywood assisting in the opening of the new NBC studios in that city and advising in the organization of their guest relations staff. It is planned to establish a studio tour service in the new studios similar to the one in New York.

GENE KING, who developed *Swinging for the King* program, has been placed in charge of the *Midnight Jamboree* on WEVD, New York, nightly from midnight to 4 a. m., to fill the position vacated by Ray Nelson.

TOM KEARNS of the WOR, Newark, publicity staff, has resigned. Carl Ruff will take his place. Mr. Kearns' future plans will be announced later.

The Medical Board says NO

NO advertising contract is accepted by WSM until the product and the campaign passes the careful scrutiny of the WSM staff. (Medical products are checked by the medical staff of our parent company.) If there is the slightest doubt about the worth of the product or the good taste of the script, the contract in question is automatically thrown out.

This is not an idle statement. We reject yearly thousands of dollars in advertising revenue because we refuse to endanger the welfare of the millions who are our voluntary audience by offering for sale a product of doubtful value.

Rigid observance of this policy accounts in part for the tremendous size of WSM's voluntary audience. It also accounts for that audience's willingness to buy WSM advertised goods. Your product can profit by being associated with WSM.

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WSM

CLEAR CHANNEL
50,000 WATTS
N B C

NASHVILLE, TENNESSEE

National Representatives: Edward Petry & Co.

The Faith of Our Audience Comes First

DOLORES HAMMARSTROM, new to radio, has joined WHK-WCLE, Cleveland. Eleanor Hanson, former continuity editor, has been made director of women's programs. Jim Sands retains his post as commercial copy head, while Leslie Biebl has become sustaining continuity editor.

FLORENCE HUNTZINGER, traffic manager of KDYL, Salt Lake City, recently announced her engagement to Burke Braithwaite.

MARVIN BLANK, assistant accountant of WBAL, Baltimore, is the father of a girl born Oct. 3.

RALPH ROSENBERG, graduate of University of Michigan, and James Cassidy, formerly of the Catholic Youth organization in Cincinnati, have joined the publicity staff of WLW-WSAI, under the direction of Bill Bailey, publicity manager.

STUART METZ, NBC announcer, is the father of a baby girl born in September.

RAY STEWART, new to radio, has joined the new WPIC, Sharon, Pa.

JOSEPH CULLIVAN, police reporter on the *Sacramento Union* has replaced Merrill Lilley as newscaster on KROY, that city.

WILKIE MAHONEY, Milton Josefberg, Mel Shabelson, Jack Houston, Carl Manning, Al Schwartz and Bob Phillips are writers of the new NBC *Bob Hope Show* sponsored by Pepsodent Co.

JOE ALEXANDER has been appointed staff organist of WJJD, Chicago, replacing Harry Zimmerman, who resigned to go to New York. Mr. Alexander has previously been heard on WDAE, Tampa, and WHAM, Rochester.

BILL LAWRENCE, CBS Hollywood producer, is recuperating from an appendectomy.

JOE GLOVER, formerly with Freddie Rich, CBS New York conductor, has joined the KNX, Hollywood musical staff as arranger.

MICHAEL BLAIR, KFWB, Hollywood, fight announcer, has been signed by Columbia Pictures Corp., to narrate.

TOM HANLON, CBS Hollywood announcer, has been signed as commentator for football game sequences in the new Universal Pictures production "Swing That Cheer".

ART TIBBALS, KFAC, Los Angeles, continuity writer, has resigned to free lance.

HUGH DODDRIDGE, formerly assistant radio editor of the *Los Angeles Daily & Evening News*, and Coy Williams have joined Radio Feature Service, Hollywood publicity bureau.

CHARLEY CASPER, former T. C. U. football star and publicity director of the St. Louis Browns, has joined KMOX, St. Louis, as sports continuity writer and announcer.

JOHN CARL MORGAN, of WTAR, Norfolk, spoke on radio broadcasting at the annual banquet of the Men's Bible Class of the First Presbyterian Church of Portsmouth, Va., Oct. 11.

FRANK McINTYRE, formerly program and special events director of KFRO, Longview, Tex., has resigned to join KGFL, Roswell, and KWEW, Hobbs, N. M.

JACK HOLBROOK of KYSM, Mankato, has returned to work after a siege of pneumonia.

STERLING HARKINS, formerly with KWK, St. Louis, has joined KSD in that city.

JOE PEARSON, formerly of WHAS, Louisville, has joined WFBM, Indianapolis, replacing Doug Way, now free-lancing in Chicago.

ROBYN WEAVER, staff announcer for WOC, Davenport, is the father of a girl born Sept. 22.

Affiliation

A CHOICE BONER of the fall season is credited to Lonnie McAdams, of KGBX, NBC affiliate at Springfield, Mo. Announcer McAdams, rushing to complete a studio program and join the network for a noon program, closed the local feature and then declared: "This is NBC. We now join KGBX!"

BOB POOLE, of WNEW, New York, has started a new daily early morning half-hour, *For City Farmers*, featuring recordings and chatter with two stooges, Suzie Q, the cowgal from the South, and Flossie, a hen.

BILL WELLS, who joined the staff of WAAW, Omaha, in September, has announced his marriage to Anita Kelley of Cincinnati, June 12.

RAY LEWIS, manager of the newly formed San Francisco company, National Transcription Recording Co., has taken a leave of absence of at least two months due to a physical breakdown. Andy Potter of the R.M.I. Productions, San Francisco, has taken over Lewis' duties during his absence.

BEATRICE CUNNINGHAM has returned to WSUN, St. Petersburg, Fla., as program assistant after a year's absence, succeeding Mrs. Millard Saylor, resigned. Edith Ginn has been appointed musical director and staff pianist of WSUN.

LEE CHADWICK, continuity director of WTAR, Norfolk, has been named vice-chairman in charge of spot broadcasting of the Radio Committee of the U. S. Junior Chamber of Commerce by Radio Chairman John Gillin, of WOW, Omaha.

KNOX MANNING, CBS Hollywood commentator, has been appointed adviser of the Young Hollywood radio group, a division of Hollywood Junior Chamber of Commerce.

CHARLES CRAIG, formerly in radio in Los Angeles, has joined KMAC, San Antonio.

WILLIAM OELKERS, new to radio, has joined the traffic department of WOAI, San Antonio.

RAYMOND HIPPCHEN, formerly with United Press, San Antonio, has been named assistant to Ken McClure, news editor of WOAI, that city.

GAIL McCOSH was recently named assistant traffic manager of KSO-KRNT, Des Moines, replacing Mrs. Joseph Jaro, resigned.

DON KELLY, sports announcer of WLS, Chicago, is the father of a girl born Sept. 25.

JEAN TAVERNETTI has been named music librarian at KFRC, San Francisco, succeeding Edyth Brydon.

DON GILLIS, arranger of music and staff musician at WBAP, Fort Worth, returned recently from New York where he worked on his master's degree in music at Columbia University.

FRANCES MINTON, known on the air as Ann Holden, has returned to the *Woman's Magazine of the Air* on NBC-Red on the Pacific coast, following a two-year's absence due to illness.

RICHARD MOYES DEASY, announcer, formerly with KSFO and KYA, San Francisco, has rejoined KSFO.

HAL PARKES, known to sports followers in the Midwest, where he has handled the mike at athletic events of all kinds for KOIL, WBBM, KSO, KRNT, WMT and WCCO, is now sports commentator at KUTA, Salt Lake. Although it has been on the air only two months KUTA has developed a broad sports policy.

Lewis Allen Weiss Named Don Lee Vice-President

LEWIS ALLEN WEISS, general manager of the Don Lee Broadcasting System, Los Angeles, has been elected a vice-president and director, according to Thomas S. Lee, president. Mr. Weiss will continue to manage the network which numbers 29 owned and affiliated stations in California, Washington and Oregon. Mr. Weiss joined the network Jan. 1, 1937, as manager, coming from WJR, Detroit. He is credited with the rapid growth of the Don Lee network which is the West Coast affiliate of Mutual.

Mr. Weiss

Thomas Lee Artists Bureau, affiliate of Don Lee Broadcasting System, after ten years of existence, has closed its offices, retiring from the talent agency business. Max Schall, who managed the bureau, and his assistant, Marty Martyn, will open their own agency in that city shortly.

APPEALS REFUSED BY SUPREME COURT

TWO EFFORTS for Supreme Court review of lower court decisions proved futile Oct. 10 when the court denied the petitions for writs of certiorari filed by Red River Broadcasting Co. of Duluth, Minn., and Harold F. Gross and Edmund C. Shields, seeking a new station in Saginaw, Mich.

Following custom, the court did not disclose its reasons for denial of the petitions. In the Red River case, KDAL, Duluth-Superior, claimed the FCC had failed to make it a party to a hearing involving an application for a new station in Superior filed by Fred A. Baxter, which decision was sustained by the U. S. Court of Appeals for the District of Columbia.

In the Saginaw case, Gross and Shields raised a question of statutory construction and jurisdiction in connection with a decision by the Court of Appeals in reversing and remanding an FCC opinion granting their application for a new station in Saginaw.

OCRACOKE CHAMP
Swanee Hageman Wins Award For Trick Skating

ROLLER SKATING "champeen" of Ocracoke Island, off the North Carolina coast, was the doubtful title won by Clarence (Swanee) Hagman, manager of WTCN, Minneapolis, while on a fishing trip there in early October with G. Richard Shafto, manager of WIS, Columbia, S. C.; H. Preston Peters, New York resident partner of Free & Peters, and the publisher of BROADCASTING.

To while away an evening on the lonely island, which boasts 650 inhabitants, they went roller skating at the community rink. Hageman amazed all by his remarkable ability to fall forward or backward willy nilly. A good time was had by all the natives, watching the Minnesotan's antics.

TRIBUNE ATTACKS WHA PLEA FOR 670

IN AN editorial Oct. 2 the *Chicago Tribune*, owner of WGN, Chicago, attacked the University of Wisconsin's application to the FCC for the facilities of WMAQ, Chicago NBC-owned station and a competitor, as "attempted thievery on a legalistic point by the LaFollette machine". WHA, the 5,000-watt University of Wisconsin station, now operating on 940 kc., has applied for authority to go to 50,000 watts on the 670 kc. frequency now used by WMAQ, NBC-Red key station in Chicago [BROADCASTING, Oct. 1].

"To advance its political propaganda, the LaFollette machine in Wisconsin is trying to seize the property and destroy the business of radio station WMAQ in Chicago," the *Tribune* editorial declared. The statement of the National Committee on Education in Radio that the choice is one between simply "a commercial station admittedly putting on good programs and serving a large audience, or a state-owned station supported by public taxation and dedicated exclusively to the service of citizens of the State" was termed "distinctly pro-LaFollette" by the *Tribune*, as it pointed out that seven of the nine members of the committee are on the payroll of State, local or Federal educational institutions and that "politicians control their bread and butter".

"The phrase, 'dedicated exclusively to the service of the citizens of the State' gives away their case," the editorial continued. "They pay for it, but it is dedicated exclusively to advancement of the political fortunes of the LaFollette machine. In political campaigns it renders lip service to the mandate of political impartiality laid down by the Communications Commission—to this extent: Rival candidates are given time on the air equivalent to the time used by LaFollette candidates.

"But political campaigns are not waged about candidates alone. They are waged on ideas. Consistently, in campaign season and out, the station is used to promulgate the social and political ideas of the LaFollettes and to extol legislation that they support. The critics of such propaganda the station offers no adequate time for reply."

Strike Sponsors

INSIDE STORY of the costly month-old San Francisco department store strike is coming out in a series of commercial broadcasts on KYA, San Francisco. The citizens' Committee for a Forum on Labor Problems on Sept. 29 sponsored a two-hour broadcast presenting the workers' side of the strike. The San Francisco Retailers' Council, in three quarter-hours Oct. 3, 4 and 5, gave the owners' side. And the Retail Department Store Employes Union No. 1100, which called the walkout, bought 30 minutes Oct. 10 to answer the owners' broadcast. In addition to these labor programs KYA is carrying a nightly quarter-hour sponsored by the San Francisco District Industrial Union (CIO) and a series of spot announcements for the California Committee for Peace in Employment Relations, placed through BBDO, San Francisco.

Thank you, Mr. Burbach, for an unsolicited, unexpected and welcome Year Book testimonial . . .

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

1201-S

WESTERN UNION (13).

NEWCOMB CARLTON, CHAIRMAN OF THE BOARD — J. C. WILLEVER, FIRST VICE-PRESIDENT — R. B. WHITE, PRESIDENT

SYMBOLS
DL = Day Letter
NM = Night Message
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

CLASS OF SERVICE
This is a full-rate Telegram or Cable-gram unless its de-ferred character is in-dicated by a suitable symbol above or pre-ceding the address.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

SEP 30 PM 1 17

Received at 708 14th St., N. W. Washington, D. C.

AA244 37 =PD STLOUIS MO 30 1155A
MARTIN CODEL=
BROADCASTING MAGAZINE WASHDC=
WE SURELY DO WANT OUR CUSTOMARY SPACE IN YOUR VALUABLE YEARBOOK IT IS A SPLENDID ADVERTISING MEDIUM AS IT REACHES ALL OF THE IMPORTANT ADVERTISERS AND AGENCY EXECUTIVES AND IS USED FREQUENTLY THROUGHOUT THE YEAR. KINDEST REGARDS=
GEO M BURBACH.

KSD, St. Louis Post-Dispatch

FIFTH IN A DISTINGUISHED SERIES

1939 YEAR BOOK NUMBER

BROADCASTING

Broadcast Advertising

Inadequacy of Facility Basis of Denial by FCC

ADDING to the inefficient allocacation factor the unique ground that the applicant did not ask for facilities adequate to satisfy the local public need, the FCC on Oct. 6 denied an application of Platt & Platt Inc., publishers of the morning *Eagle News* and evening *Star & Enterprise* in Poughkeepsie, N. Y., for a new 1,000-watt daytime station there on 1000 kc., which is otherwise the clear channel of WHO, Des Moines.

With three commissioners absent, the four others reversed an examiner's report recommending granting the new outlet in the county seat of President Roosevelt's Hyde Park home. "Granting this application," said the decision, "would result in the establishment of a limited time or daytime station which may preclude the establishment of a station which would be able to render local day and night service."

Miller Negotiating With Lang-Worth For Sale of NAB Public Domain Discs

A PROPOSED contract under which Langlois & Wentworth, New York transcription producers, would absorb the NAB Transcription Library with a guarantee of producing 300 hours of tax-free music by the end of 1940, is being negotiated by President Neville Miller of the NAB, subject to approval of his board of directors.

This library, including public domain music cleared by both Langlois & Wentworth and the NAB, would be offered stations at the present rate of $10 per hour for the initial 100 hours, it is understood. Lang-Worth Feature Programs Inc., subsidiary of Langlois & Wentworth, would absorb the 20 hours of recorded music already produced by NAB plus 30 hours of public domain already searched and ready for recording. It would also assume the responsibility of fulfilling the commitments of NAB to the some 110 subscribers at the $10 rate, with the rate on the next 200 hours to be determined as part of the contract.

The tentative plan provides that NAB recapture a portion of the $60,000 already invested in the transcription library on the sales for the initial 100 hours which would fulfill the contractual obligations made by the NAB Bureau of Copyrights.

Up to Executive Committee

Mr. Miller said details of the contract are being studied and will be submitted to his executive committee prior to formal action. The Committee is expected to meet at a dinner session in Washington Oct. 24, coincident with the opening of the FCC chain-monopoly investigation. If the plan is approved by the executive committee it then will be submitted to the full board of directors for approval and if that is forthcoming, final arrangements will be made with Lang-Worth.

The plan was discussed in detail by the Executive Committee at its meeting in Washington Sept. 28. Ralph Wentworth, of Lang-Worth, conferred with the Committee in connection with it after which President Miller was authorized to proceed with the arrangements subject to ratification.

The proposed Lang-Worth Library would include noncopyright popular compositions as well as public domain. All would be tax free, however, and available for distribution in sheet music form to networks and others in the industry not subscribing to the transcription library itself. The idea is to provide a reservoir of noncopyright music which would be available to the whole industry as a bulwark against any repetition of the ASCAP dilemma of 1935.

The NAB Bureau has been practically stagnant since reorganization of the trade association last February. While it is agreed that a public domain music reservoir is desirable, there was much opposition to NAB itself going into the business. Under the proposed Lang-Worth operation it is believed NAB would specify minimum standards for production and probably also name a committee of broadcasters to consult with Lang-Worth as a means of insuring proper quality.

Apparently it is not the intention of NAB to attempt to recoup its entire investment of some $60,000 in the library but to procure as much of it as it can from the sale of the initial 100 hours to which it is committed. Roughly, possibly $20,000 or $25,000 might be obtained in that way, provided the transaction is consummated.

Wandering Tower

MORE than three-fifths of a radio tower were lying around recently, somewhere en route between the manufacturer and WWL, New Orleans. The station's new vertical antenna, to accommodate 50,000 watts power, was so large it was shipped via rail in 20 separate parts. Seven of the bundles arrived, but the other 13 could not be located either by WWL or the railroad company. Meantime, WWL offered to foot the bill on collect messages hinting at the whereabouts of the shipment.

Wander Tests Serial

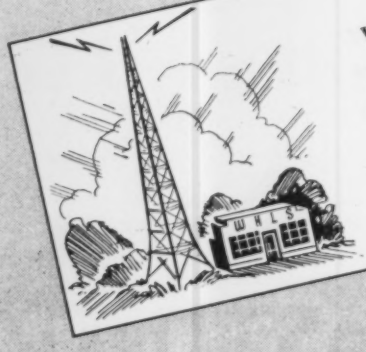
WANDER Co., Chicago (Ovaltine), has titled its new five-a-week serial on WMAQ, Chicago, *The Carters of Elm Street* [BROADCASTING, Oct. 1]. The show is written by Guila Adams, and in the cast are Viola Berwick, Vic Smith, Harriette Widmer, Anne Russel, Billy Rose and Bob Hardaway. Heard on a test basis, the program starts Oct. 17, through Blackett-Sample-Hummert, Chicago.

KTSA, San Antonio, has run a line to the local San Fernando Cathedral built by the Spaniards in the early 18th century, so that listeners may awaken to the tolling of the ancient bells.

Two Historical Events Come to the THUMB*

The $3,250,000.00 International Blue Water Bridge is one of the most strategic points of entry between Canada and the United States, and the *only* direct route from Chicago to New York and Montreal.

*The THUMB is that rich, prosperous, eastern part of Michigan which has been proven the *wealthiest diversified farm area in the entire world!*



WHLS inaugurates its service for 250,000 listeners in the THUMB and WESTERN ONTARIO, providing the only consistent *primary* radio coverage in the area. Over 90% of all homes in this fertile region are radio equipped!

WHLS

1370 KC. 250 WATTS

DAYTIME

THE BLUE WATER STATION

Port Huron, Michigan

ANGUS D. PFAFF, General Manager

Unofficial Debut Marks Opening of NBC Coast Plant

Hollywood Radio City Includes Last Word in Progress.

ALTHOUGH NBC's Hollywood Radio City is not to be completed until the end of October, the network began early this month to move its working staff gradually into the new structure at Sunset Blvd. and Vine St. without interruption to business or programs.

It is expected nearly all departments will be in the new edifice prior to the month-end. No official ceremony will be held nor is any unusual publicity planned, the network deciding that results of a purely local premiere spectacle would not justify the excessive outlays, and the strain on personnel in the pressure of moving and promotion premiere would be unwise. At press time NBC executives were too preoccupied to release full particulars on the physical, mechanical and other specific aspects of the structure and plant.

Room for Expansion

The new NBC western division headquarters represent an investment of approximately $2,000,000 and is located on Sunset Blvd., between Vine St. and El Centro Ave. The structure is being built by the Austin Co. under supervision of O. B. Hanson, NBC New York vice-president in charge of engineering. James Gordon Strang is NBC engineer in charge of construction. Of modern classical design, the three-story structure contains eight individual studios, all on the first floor. Studios are built on the motion picture unit idea. Executives, sales and production departments are housed in the main three-story building. The plant occupies only half of the NBC property and leaves ample room for further expansion of studio and office space as well as parking facilities.

"Hollywood Radio City is the answer to the radio engineer's dream of an ideal broadcasting plant," Mr. Hanson said. "The individual studios are laid out for maximum efficiency in broadcasting operation, but with equal emphasis on public convenience."

Don E. Gilman, NBC western division vice-president, declared that Hollywood Radio City is doubtless the most beautiful broadcasting plant in America. "By this we do not mean the largest nor necessarily the most expensive," he stated. "No expense or effort has been spared by NBC to make this a model broadcasting plant."

Following the parent company's New York Radio City practice, a 40-cent tour fee of Hollywood Radio City will be charged when the structure is opened to the public. Charles H. Thurman, in charge of NBC New York guest relations, has been in Hollywood for several weeks, supervising arrangements and schooling page boys.

With occupancy of the new Hollywood quarters, Mr. Gilman will turn his attention to San Francisco and pick a new building to house NBC studios and executive offices in that city. NBC has occupied its present San Francisco quarters at 111 Sutter St. since 1927. Lloyd E. Yoder, NBC San Francisco manager and operating director of KPO and KGO, is now in New York for the annual meeting of executives of the network's own managed and operated stations. Upon his return to the West Coast it is expected plans will immediately get under way for the new San Francisco studios. It is understood NBC will spend more than $500,000 on the project.

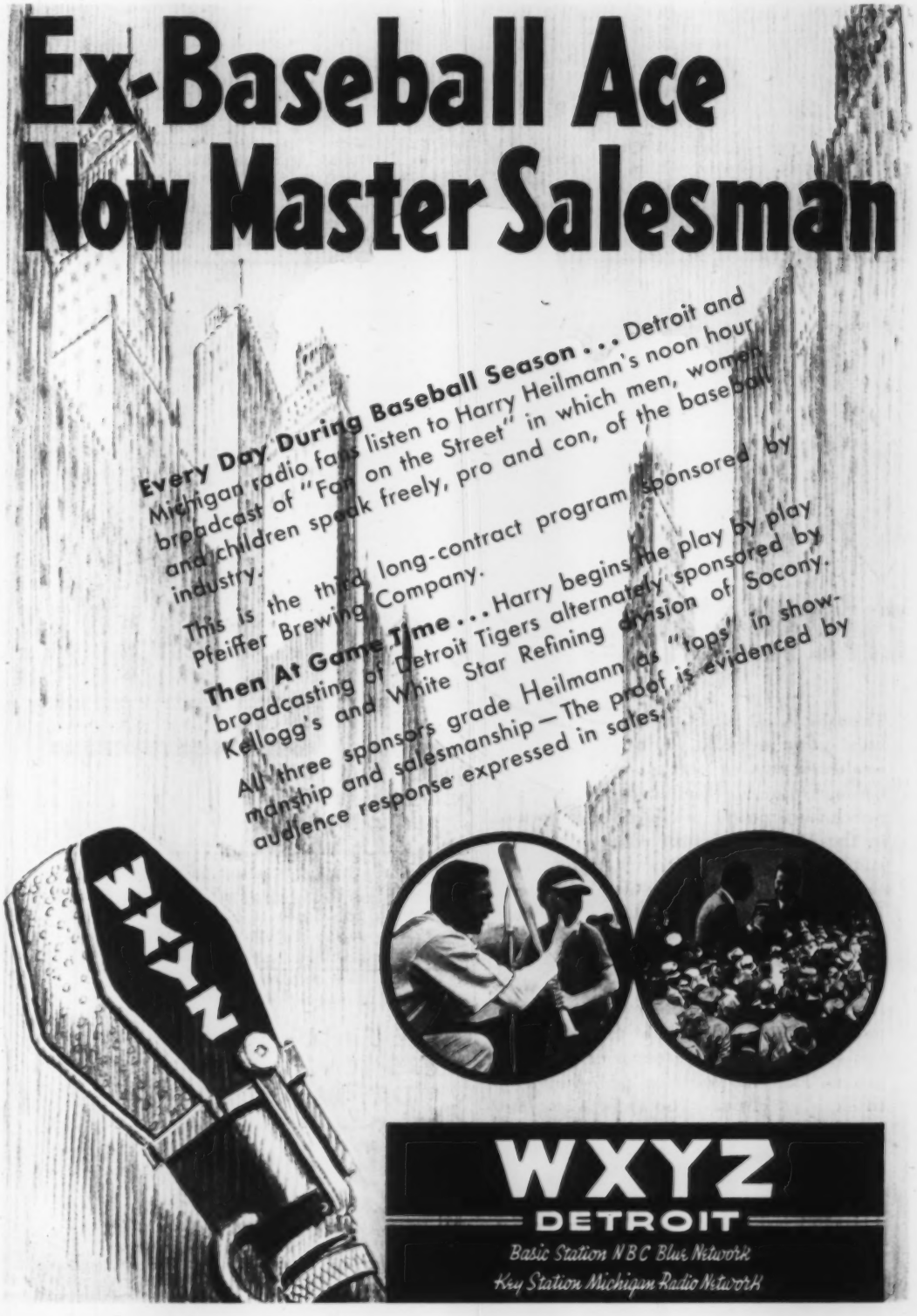
JS GRAY, president and publisher of the *Monroe* (Mich.) *Evening News*, has been appointed chairman of the American Newspaper Publishers' Association radio committee.

Jobs Found

MORE than ten offers of employment per applicant were received on the first broadcast of *I Need a Job*, new program on WGN, Chicago, sponsored by the Hirsch Clothing Co. Five people were interviewed on that first program, all of them were placed, and 61 phone calls were received during and immediately after the broadcast.

La Rosa Starts on WOR

V. LA ROSA & SONS, Brooklyn (La Rosa Macaroni), on Oct. 12, started a weekly musical program featuring three operatic favorites on WOR, New York, Wed., 8-8:30 p. m. Bruna Castegna, contralto, sings on the first four broadcasts and will be followed by Armand Tokatyan, tenor, and Carlo Morelli, Chilean baritone, supported by a mixed chorus and orchestra under the direction of Alfredo Antonini. Commercial Radio Service Adv., New York, is agency.


Ex-Baseball Ace Now Master Salesman
Every Day During Baseball Season . . . Detroit and Michigan radio fans listen to Harry Heilmann's noon hour broadcast of "Fan on the Street" in which men, women and children speak freely, pro and con, of the baseball industry.
This is the third long-contract program sponsored by Pfeiffer Brewing Company.
Then At Game Time . . . Harry begins the play by play broadcasting of Detroit Tigers alternately sponsored by Kellogg's and White Star Refining division of Socony.
All three sponsors grade Heilmann as "tops" in showmanship and salesmanship—The proof is evidenced by audience response expressed in sales.
WXYZ
DETROIT
Basic Station NBC Blue Network
Key Station Michigan Radio Network

Rochester Orchestras To Give Series on NBC

ROCHESTER Civic Orchestra on Oct. 17 will open a series of 90 concerts by itself, the Rochester Philharmonic and the Eastman School of Music Orchestra to be carried on NBC-Blue, through WHAM, Rochester. The programs include four Thursday matinees and eight Thursday evening broadcasts by the Rochester Philharmonic; 28 Monday matinees and 15 Tuesday afternoon music educational programs by the Rochester Civic Orchestra, and 16 Thursday evening and 19 Saturday morning broadcasts by the Eastman School of Music Orchestra.

The Philharmonic programs will be directed by Jose Iturbi and Guy Fraser Harrison. The Rochester Civic Orchestra's programs will find Mr. Harrison and Paul White conducting. The Eastman Orchestra will be directed by Dr. Howard Hanson, Dr. Herman Genhart and Mr. White.

Comparative Cost of Major Media

(Continued from Page 32)

ment, rates a specific quarter-page advertisement as "good" or ("better-than-average") when it reaches 7% of a *specifically desired reader group*—in this case, business and professional people. In other words, a "good" newspaper quarter-page apparently reaches 7% of *the group at which it is aimed.* Since the present study dealt with advertising for all kinds of products, involving the most varied types of desired audiences, the entire circulation of any medium was considered as the desired group. Therefore, applying this formula to total circulation considerations, we have as the criterion for a "better-than-average" quarter-page in newspapers, the ability to reach 7% of the paper's total circulation. But a newspaper *half*-page was regarded as more comparable to the space units on which other media were weighed in this study.

Albert T. Poffenberger, in his *Psychology of Advertising* [McGraw-Hill, 1932, p. 179 ff.], reports tests which indicate that doubling the space of an advertisement increases its attention value by about two-fifths. This means that if a quarter-page advertisement aimed at all readers reaches 7% of them, then an equally good half-page aimed at the same group should reach 9.8% (7% plus two-fifths of 7%). For convenience in computing results due a "better-than-average" half-page, CBS boosted this 9.8% to 10%.

Actual Listenership

Two further points should be remembered in any consideration of this attempt to judge the net results of the three media. One is the fact that CBS was careful at all times to adhere *strictly* to the established measurements of radio efficiency (the CAB ratings), while *generous concessions* were made for publication rankings, doubling or even quadrupling the known values of newspaper and magazine advertising.

The second point to be borne in mind is that the research techniques used to establish radio efficiency *understate* actual circulation won by individual programs, while the techniques used for space media *overstate* the actual circulation figures.

The CAB method, which CBS used in its comparisons, is based solely on a listener's ability to remember programs he has heard some time previously. *Without prompting or hints of any kind,* he is asked: "What programs did you hear this morning? . . . this afternoon? . . . last night?" His own memory alone is what dictates his answer. This technique obviously tends to miss many actual listeners, due to the psychological element of normal "memory-loss."

Actual listenership of a given program is depressed even further by two other characteristics of the CAB method. It is limited to telephone homes, and it is limited to the larger cities. Since there are twice as many radio homes as homes with telephones in the U. S.; and since smaller communities and urban areas are becoming more and more saturated with regular listeners, both these limitations cause the resultant findings to be the barest minimum indication of who really listens to specific programs.

Newspapers (and magazines, too) are checked by the decidedly different "recognition" system. The person who says he read a certain issue of a newspaper is given a copy of that issue by the investigator. One by one the pages are turned in front of him and the respondent is asked to point out the features and advertisements he read when he first saw the paper. This opportunity *to "review" material*—with the attention abnormally focused on each ad on each page—may bring "yes" answers or advertisements which were not seen, or which were barely skimmed over, in the original normal reading. If this memory aid has any effect on newspaper ratings, it is an inflationary effect, tending to show higher than actual figures of readership. Despite this difference in research technique, the CBS computations were made after giving generous boosts to other media's data, although the radio figures used were exactly as submitted by the CAB reports.

The foregoing points are made by BROADCASTING simply to clarify issues which may have puzzled some of its readers, and to explain in more detail, than was possible before, the care with which the original data were established.

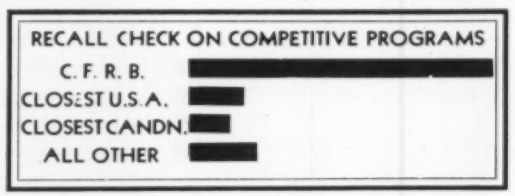
HI MR. SPONSOR!

do you want to sell your wares in .....

THE RICHEST MARKET IN CANADA!

Then here, all ready to serve you is the most popular radio station in Canada's wealthiest buying market — CFRB, Toronto, Ontario! One third of Canada's purchasing power is concentrated within the 100 mile radius covered by this station! To reach this market you need *only* CFRB's up-to-the-minute facilities. Twelve years of continuous service has made CFRB Ontario's favorite station.

Conclusive as proof of CFRB's popularity we offer the significant result of a recent recall check made on behalf of one of our half hour commercial programs. This was an "idea" show, and we think a good one. The chief Canadian competitor was supported by weekly press advertising. Our program had no such support. For U. S. A. competition it had one of the three leading half hour evening programs. Yet the tabulation of completed calls in radio homes produced the results shown in graph form.



Surely indisputable evidence of an audience good-will that puts dollars in the pockets of shrewd advertisers. Before placing your advertising in Canada's richest province, get all the facts regarding CFRB's popular coverage.

CFRB TORONTO

THE KEY TO ONTARIO SALES!

Advertising Representatives in U. S. A.
JOSEPH HERSHEY McGILLVRA
New York • Chicago • San Francisco
Los Angeles • Atlanta

Larus Hockey

LARUS & BROS. Co., Richmond, Va. (Edgeworth tobacco, Domino cigarettes) will sponsor 24 play-by-play reports of the home games of the Boston Bruins hockey team, Sunday and Tuesday nights from the Boston Garden, on WAAB, Boston, and Colonial Network stations, starting Nov. 6 and running from 9:45 to conclusion. With Frank Ryan announcing, the series will be heard on WAAB WEAN WSAR WFEA WNBH WTHT WLLH WLNH WRDO and WCOU. Sunday games will be heard as recordings of original program on WAAB at 11 p. m. and on WEAN, WTHT and WLLH at 11:30 p. m. Cecil, Warwick & Legler, New York, has the account.

Subscriber Roar Brings Programs Back in *Examiner*

San Francisco Feud Is Ended When Newspaper Retracts

RADIO and newspaper came to grips in San Francisco in late September and early October, and for a time threatened to involve the entire Bay District broadcasting industry. The principals were KSFO and the *Examiner*, Hearst-owned morning newspaper. The controversy has since been cleared up to the satisfaction of both parties.

The dispute was set off Sept. 28 when the *Examiner* omitted all the KSFO listings from the radio log. At the top of the log was an explanation—not mentioning KSFO—that certain stations were cancelling programs without notice on a wholesale scale, of which, the paper, it alleged, was not notified.

Lasky Explains

In retaliation for this move and to explain his side of the question, Philip G. Lasky, manager of KSFO went on the air twice on Sept. 28—at 3 p. m. and again at 9:30 p. m. These were Mr. Lasky's words:

> In this morning's edition of the *San Francisco Examiner* there appeared at the head of the Radio Log, the following statement: I quote—"The radio log is of value to newspaper readers only to the extent that it is accurate in listing programs. Some radio stations are canceling programs without notice on a wholesale scale. To list such programs in the Radio Log is to give our readers utterly false information, known by the radio stations themselves to be false when they submit these programs to the newspapers. The Examiner refuses to print these fake programs and therefore is eliminating the offending stations from the log as rapidly as the offenses are discovered."
>
> In the list which follows, KSFO, the San Francisco outlet of the Columbia Network, is the only station omitted.
>
> The interruptions and cancellations to which the *Examiner* apparently refers have been those for which Columbia has in the past few weeks received what we believe to be the highest praise ever accorded a radio network. Our schedule has been interrupted from Europe at times completely unannounced, even to us, to bring you the voices of Hitler, of Chamberlain, of the correspondents which Columbia has maintained in practically every capital of Europe, and of H. V. Kaltenborn, dean of Columbia's news commentators.
>
> It is particularly unfortunate that at a time when world news is in the making and when both the radio stations and the newspapers of America are striving to their utmost to bring you these developments as they occur, that there should be room for professional bitterness.
>
> Through the brief but spectacular history of the growth of radio, most newspapers have learned to live comfortably with broadcasting and to have little fear for their place and prestige as a news disseminating agency.
>
> Radio has as its primary assets, instancy of transmission and the personal quality of reporting . . . only radio can bring you the voice of Hitler as he speaks. The newspaper, on the other hand, has as its assets a tremendous variety of approaches to the news and the resulting tremendous variety of interests to readers of different tastes. It is a permanent record. The places and the functions of these two great sources of public information are not likely to become competitive beyond these limitations.
>
> If interruptions of our schedule and cancellations of our programs—many of which have been commercial programs, the cancellations of which cost Columbia many thousands of dollars . . . . if interruptions of this sort, for the most important news of the world today, make previously released programs "fakes," to quote the *Examiner* . . . . we shall continue to risk your criticism and that of the San Francisco Examiner, in release of these so-called fake programs which I am sure you will find published daily as usual in the other newspapers of this city.

The response by the radio audience was instantaneous. Mr. Lasky was deluged with letters of support from listeners, many of whom reported they were cancelling *Examiner* subscriptions because KSFO was not included in the log. At the same time the listeners expressed their appreciation for Columbia's complete news coverage of the European situation. The *Examiner* switchboard was reported to have been choked with calls from protesting subscribers.

On Sept. 29 the Northern California Broadcasters Assn. held an indignation meeting to discuss the KSFO-*Examiner* affair. Mr. Lasky outlined the entire dispute. A meeting was called for Oct. 4, but was cancelled when, after omitting the KSFO log for four days, the *Examiner* reinstated it Oct. 2. For two days—Sunday and Monday—the paper carried the following rider atop the radio column:

"Radio logs are restored to their customary completeness. The occasion for the recent disagreement between the *Examiner* and station KSFO has passed. Such inconveniences as were suffered by readers and listeners is a matter of regret.

"Station KSFO states that its deviation from logs was strictly in the interests of service to its listeners in connection with the European situation.

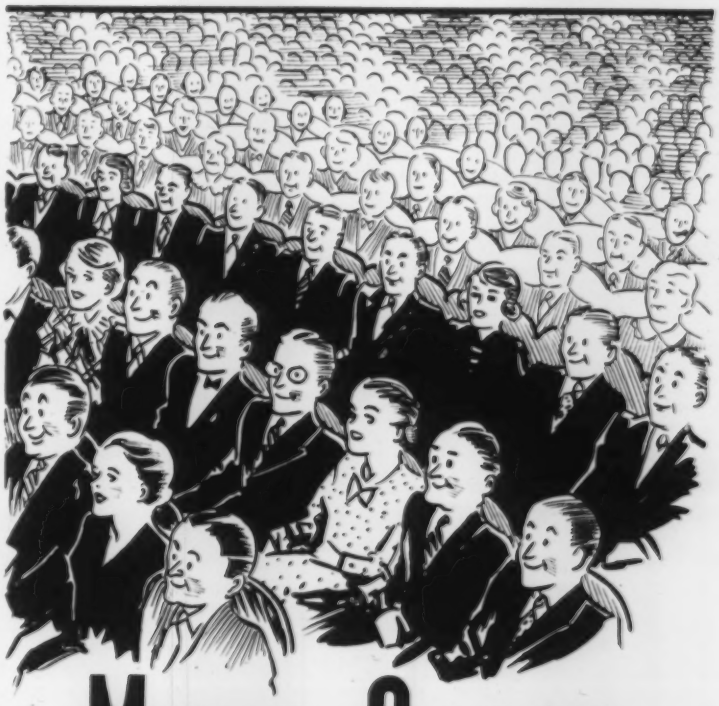
"The listings of KSFO are restored without prejudice to either party in the recent misunderstanding."

The controversy, Mr. Lasky stated, occurred during the midst of the Nazi-Sudeten crisis in Europe. In a special midnight broadcast, a KSFO newscaster read a copyrighted, signed article by an International News Service European correspondent. The managing editor of the *Examiner* heard it. He resented the fact, Mr. Lasky charged, that the station had broadcast this article, the identical one which his paper was at the time setting in type for the next morning's edition. Mr. Lasky claims that INS instructed him that he could use any story, copyrighted or not, which came over the INS wire. This statement was backed up by the San Francisco manager of INS.

Last year the *Examiner* dropped KGGC, now KSAN, from its log when the station announced plans to greatly increase the number of its news broadcasts at the time when a strike of the Newspaper Guild threatened to stop publication of the papers. The station was restored to the log after a brief period.

Direct Results

JACK SHACKLETT, time salesman of KLRA, Little Rock, recently was standing in a client's clothing store, awaiting the arrival of the manager, when a clothing customer entered. Noticing that all clerks were busy, Salesman Shacklett took off his hat and stepped forward—and shortly had sold a suit of clothes, without commission. The store manager thereupon renewed his contract with KLRA.



MORE SEATS
FOR YOUR SHOW

Additional thousands of people have joined the large KDYL audience.

Increased power and newest type broadcasting equipment puts KDYL into homes hitherto unreached.

It's a new and fertile field for sales. Particularly fertile because KDYL has always been a result-getter, due to its popularity as the undisputed leader in showmanship.

Now 5,000 WATTS

KDYL now provides more seats for your show in the rich, responsive Salt Lake market. Alert advertisers are availing themselves of this "bonus" in greater coverage.

KDYL

THE *POPULAR* STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles
Seattle

NBC RED NETWORK

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOAI, San Antonio

Belem Products Co., Houston (lotion), 13 *sp*, direct.
Lehn & Fink, Products Co., New York (Hinds), 55 *sp*, thru Wm. Esty & Co., N. Y.
American Popcorn Co., Sioux City, Ia., *t* series, thru Coolidge Adv. Co., Des Moines.
Marshall Canning Co., Marshalltown, Ia. (Brown Beauty beans), 27 *t*, thru Coolidge Adv. Co., Des Moines.
North Amer. Acc. Insurance Co., Newark, 26 *sp*, thru Franklin Bruck Adv. Agency, N. Y.
R. B. Davis Co., New York (Cocomalt), 39 *ta*, thru J. M. Mathes Inc., N. Y.
Cracker Jack Co., Chicago, 75 *ta*, thru John H. Dunham Co., Chicago.

WNAC, Boston

White Laboratories, Newark (Feenamint), daily *sa*, thru Wm. Esty & Co., N. Y.
Vadsco Sales Corp., New York (Quinlax), 26 weekly *t*, thru Lawrence C. Gumbinner, N. Y.
Community Opticians, Boston, daily *sa*, thru Commonwealth Adv. Agency, Boston.
Berwick Cake Co., Roxbury, Mass., 4 *sp* weekly, thru Lester Lawes Adv. Agency, Boston.

WHN, New York

Wilbert Products Inc., New York (floor wax), 3 *sp* weekly, thru W. I. Tracy, N. Y.
Peninsular News Service Corp., New York, 6 *sp* weekly, thru Carlo Vinti Adv. Co., N. Y.
Frank H. Lee Co., Danbury (Lee hats), 3 *sp* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Famous Furriers, New York, weekly *sa*, thru Midtown Adv. Agency, N. Y.

WHO, Des Moines

Gamble Stores, Minneapolis, 94 *sa*, thru BBDO, Chicago.
Barton Mfg. Co., St. Louis (Dyanshine), 26 *sa*, thru Anfenger Adv. Agency, St. Louis.
Calif. Walnut Growers Assn., Los Angeles, weekly *sp*, thru Lord & Thomas, Chicago.

WTIC, Hartford

Industrial Training Corp., Chicago, 13 *t*, thru James R. Lunke & Associates, Chicago.
Ward Baking Co., Brooklyn, 5 *t* weekly, thru Sherman K. Ellis, N.Y.
R. B. Davis & Co., Hoboken (Cocomalt), 39 *ta*, thru J. M. Mathes, N. Y.

WBAP, Fort Worth

Armstrong Cork Co., Lancaster, Pa., *sp* series, thru BBDO, N. Y.
Wander Co. Chicago (Ovaltine), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.

WNEW, New York

Alkine Co., New Brunswick, N. J. (Flemolyn), 3 *ta* weekly, 32 weeks, direct.
R. B. Davis Co., Hoboken, N. J. (Cocomalt), 3 *ta* weekly, 13 weeks, thru J. M. Mathes, N. Y.

WOR, Newark

Frederick E. Lowenfels & Son, New York (Hotel Bar Butter), weekly *sp*, thru Neff-Rogow, N. Y.
Deforest Training, Chicago (radio course), weekly *t*, thru Presba, Fellers & Presba, Chicago.
Winter & Co., New York (pianos), weekly *sp*, thru S. C. Croot Co., N. Y.
Christmas Club, New York (thrift system), 3 *ta* weekly, thru Brooke, Smith, French & Dorrance, N. Y.
DeForest Training, Chicago (correspondence course), weekly *sp*, thru Presba, Fellers & Presba, Chicago.
Armstrong Cork Co., Lancaster, Pa. (linoleum), 3 *t* weekly, thru BBDO, N. Y.
R. H. Macy & Co., New York (dept. store), 5 *sp* weekly, 1 *sp* weekly, thru Young & Rubicam, N. Y.
Tidewater Oil Sales Corp., New York (Tydol gas—Veedol oil), 3 *sp* weekly, thru Lennen & Mitchell, N. Y.
Regal Shoe Co., Whitman, Mass., 1 *sp* weekly, thru Frank Presbrey Co., N. Y.
Consolidated Cigar Corp., New York (Harvester cigars), 3 weekly *sp*, thru Erwin, Wasey & Co., N. Y.

WHBF, Rock Island, Ill.

General Mills, Minneapolis, 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Truax-Traer Coal Co., Cincinnati, 14 *sp* weekly, thru Harry V. Miles, Cincinnati.
Warsaw Brewing Co., Warsaw, Ill., 7 *sp* weekly, direct.

KFRC, San Francisco

Longines-Wittnauer Co., New York (watches) 35 *sa* weekly, thru Arthur Rosenberg Co., N. Y.
R. J. Reynolds Tobacco Co., New York (Camel) 12 *sa*, *ta* weekly, thru Wm. Esty & Co., N. Y.
Postal Telegraph Co., New York (messages), 4 *sa* weekly, thru Marschalk & Pratt, N. Y.

WNOX, Knoxville

Chattanooga Medicine Co., Chattanooga (Black Draught), daily *sa*, thru Nelson-Chesman Co., Chattanooga.

KFRO, Longview, Tex.

BC Remedy Co., Durham, N. C. (proprietary), 352 *sa*, thru Harvey Massengale Co., Atlanta.

WTMJ, Milwaukee

Pate Oil Co., Milwaukee (Challenge products), 26 *sp*, thru John Barnes Agency, Milwaukee.
Kraft-Phenix Co., Milwaukee (malted milk), 8 *sa*, thru J. Walter Thompson Co., Chicago.
General Motors Corp., Detroit (Chevrolet), 20 *sa*, thru J. Sterling Getchell, Detroit.
Carpenter Baking Co., Milwaukee (bread), 10 *sa* daily, 52 weeks, thru W. E. Long Co., Chicago.
Gamble Bros., Minneapolis, 3 *sa* weekly, thru BBDO, Minneapolis.
Macfadden Publications, New York (True Story), 5 *t* weekly, thru Kenyon & Eckhardt, N. Y.

KSFO, San Francisco

Lynden Chicken Products, Seattle, 3 *sa* weekly, thru Burchard Co., Seattle.
Foreman & Clark, Los Angeles (men's clothes), 3 weekly *sa*, thru Smith & Bull, Los Angeles.
R. B. Davis Co., Hoboken, N. J. (Coco-Malt), 6 *sa* weekly, thru J. M. Mathes, N. Y.
Antrol Laboratories, Los Angeles (Snarol), 3 *sp* weekly, thru J. Walter Thompson Co., Los Angeles.
Gas Appliance Society of California, San Francisco (gas appliances), 3 *sa* weekly, thru Jean Scott Frickelton, San Francisco.

KFI, Los Angeles

J. B. Davis Sales Co., Hoboken, N. J. (Cocomalt), 5 *ta* weekly, thru J. M. Mathes, N. Y.
Royal Typewriter Co., New York (typewriter), weekly *sa*, thru Buchanan & Co., N. Y.

WPTF, Raleigh, N. C.

Dr. W. B. Caldwell, Monticello, Ill., (proprietary), 260 *t*, thru Kramer-Crasselt Co., Milwaukee.
White Labs., New York (Feenamint), 195 *sa*, thru Wm. Esty & Co., N. Y.

WBEO, Marquette, Mich.

George Zifferblatt & Co., Philadelphia (Habanello cigars), *sa*, thru May Adv., Philadelphia.

KQW, San Jose, Cal.

Rosicrucian Order, San Jose (religious), 8 *sa* weekly, direct.

Drawn for BROADCASTING by Sid Hix

"Phone My Husband to Stop by the Delicatessen and Take Home Something for Supper."

KNX, Hollywood

Campbell Cereal Co., Northfield, Minn., (Malt-O-Meal), 3 *t*, weekly, thru Ruthrauff & Ryan N. Y.
Chicago Engineering Works, Chicago (technical school), weekly *t*, thru James R. Lunke & Associates, Chicago.
R. J. Reynolds Tobacco Co., Winston-Salem (Camel cigarettes), 7 *sa* weekly, thru William Esty & Co., N. Y.
Washington Cooperative Egg & Poultry Assn., Seattle (Lynden chicken products), 3 *sa*, weekly, thru Birchard Co., Seattle.
Foreman & Clark Los Angeles (chain clothiers), 13 *sa*, thru Smith & Bull Adv., Los Angeles.
Flamingo Sales Co., Los Angeles (nail polish), 4 *ta* weekly, thru Buchanan & Co., Los Angeles.
Luer Packing Co., Los Angeles (meats), 6 *sp* weekly, thru Glasser Adv. Agency, Los Angeles.
North American Accident Insurance Co., Newark (insurance), weekly *sp*, thru Franklin Bruck Adv. Corp., N. Y.
Fisher Flouring Mills, Seattle (flour), 5 *sp* weekly, thru McCann-Erickson, San Francisco.
Alaska Pacific Salmon Corp., Seattle (Peter Pan salmon), 6 *sp*, weekly, thru J. William Sheets, Seattle.

KSO, KRNT, WMT, Des Moines, Waterloo

International Harvester Co. (McCormick-Deering dealers), 6 *sp* weekly, thru McCord Co., Minneapolis.
Methodist Episcopal Church, Omaha, weekly *sp*, direct.
Pinex Co., Fort Wayne, Ind., 3 *sa*, daily, thru Russel M. Seeds Co., Chicago.
Kraft-Phenix Cheese Corp., Chicago (Oke Doke), 3 *sp*, weekly, thru J. Walter Thompson Co., Chicago.
Lydia Pinkham Medicine Co., Lynn, Mass., 3 *sp* weekly, thru Erwin Wasey & Co., N. Y.
American Cranberry Exchange, New York, 52 *sa*, thru BBDO, N. Y.
Folger Coffee Co., Kansas City, 5 weekly *sp*, thru Gardner Adv. Co., St. Louis.
Smith Bros. Co., Poughkeepsie, N. Y. (cough drops), 100 *sa*, thru Brown & Tarcher, N. Y.
Pinex Co., Fort Wayne, Ind., 3 *sa* daily, 26 weeks, thru Russell M. Seeds Co., Chicago.
Midland Milling Co., Kansas City (Town Crier flour), daily *sa*, direct.

WGN, Chicago

Beaumont Laboratories, St. Louis (proprietaries), 3 *t* weekly, 22 weeks, thru H. W. Kastor & Sons Adv. Co., Chicago.
General Mills, Minneapolis (Wheaties), 5 weekly *t*, thru Knox-Reeves, Minneapolis.
Fitzpatrick Bros., Chicago (Kitchen Klenzer), 3 *t* weekly, thru Neisser-Meyerhoff, Chicago.
Maryland Pharmaceutical Co., Baltimore (Rem and Rel), 2 daily *sa*, thru Joseph Katz Co., Baltimore.
Wander Co., Chicago (Ovaltine), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Royal Typewriter Co., New York, 2 *sa* weekly, thru Buchanan & Co., N. Y.

KJBS, San Francisco

Guaranty Union Life Insurance Co., Los Angeles, 2 *sp* weekly, thru Allied Adv. Agencies, San Francisco.
Dr. Ross Dog and Cat Food, Los Angeles (animal food), 3 *sa* weekly, thru Howard Ray Agency, Los Angeles.

WMCA, New York

Roma Wine Co., New York, 6 *sp* weekly, 52 weeks, direct.
Jadwiga Remedies, Brooklyn (Flemex), 7 *sa* weekly, 52 weeks, thru Klinger Adv. Agency, N. Y.
Kemp & Lane, Leroy, N. Y. (headache powders), 26 *sa*, thru Hughes, Wolff & Co., Rochester, N. Y.

FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.

1939 YEARBOOK NUMBER Included . . .

Send me **BROADCASTING**
Broadcast Advertising

NAME

ADDRESS

FIRM TITLE

☐ CHECK ENCLOSED ☐ SEND BILL

★

SUBSCRIPTION RATES:

☐ 2 Years . $5
☐ 1 Year . . $3

31 X 21½ INCH RADIO OUTLINE MAP INCLUDED IN YEARBOOK NUMBER

WSUN, St. Petersburg, Fla.

Kellogg Co., Battle Creek (corn flakes), 2 *t* weekly, thru J. Walter Thompson, Chicago.

B. C. Remedy Co., Durham, N. C. (proprietary), 6 *sa* weekly, thru Florida West Coast Broadcasting Co., Tampa.

Firestone Tire & Rubber Co., Akron, 1 *t* weekly, thru Sweeney & James Co., Cleveland.

Dr. W. B. Caldwell, Monticello, Ill. (Syrup-Pepsin), 2 *t* weekly, thru Cramer-Krasselt Co., Milwaukee.

National Biscuit Co., New York (cookies), 2 *t* weekly, thru McCann-Erickson, N. Y.

Bulova Watch Co., New York, 8 *sa* weekly, thru Florida West Coast Broadcasting Co., Tampa.

Grove Laboratories, St. Louis (proprietary), 5 *sa* weekly, thru Stack-Goble, Chicago.

Coast Federal Savings & Loan Assn., Los Angeles (investments) 18 *sp*, thru Elwood J. Robinson Jr. Adv. Co., Los Angeles.

KGKO, Fort Worth

Calif. Fruit Growers Exchange, Los Angeles (Sunkist), 156 *t*, thru Lord & Thomas, Los Angeles.

Y-B Cigars, Chicago, *sa* series, direct.

McFadden Publications, New York (True Story), 13 *ta*, direct.

Peters Shoe Co., Chicago (Weatherbird shoes), 13 *t*, thru Tracy-Locke-Dawson, Dallas.

CFRB, Toronto

J. Lyons & Co., Toronto (tea), weekly *sp*, thru Norris Patterson Ltd., Toronto.

Maple Leaf Milling Co. Ltd., Toronto (cereal) 3 *t* weekly, thru Cockfield Brown & Co., Toronto.

J. M. Schneider Ltd., Kitchener (packers), weekly *sp* thru J. J. Gibbons, Toronto.

Bromo-Seltzer, Toronto, weekly *sp*, thru J. Walter Thompson Co., Toronto.

WLW, Cincinnati

Vick Chemical Co., Greensboro, N. C. (Vapo-rub — cough drops), weekly *sp*, thru Morse International, N. Y.

WNEW, New York

Madison Personal Loan Co., New York, *sp* series, thru Klinger Adv. Corp., New York.

National Biscuit Co., New York (bread), 5 *sp* weekly, thru McCann-Erickson, N. Y.

WJZ, New York

Peter Doelger Brewing Corp., Harrison, N. J., weekly *sp*, thru Ray McCarthy Adv., N. Y.

WKRC, Cincinnati

Lehn & Fink Products Co., New York (Hinds), 10 *sa* weekly, thru Wm. Esty & Co., N. Y.

WRBL, Columbus, Ga.

Ralston Purina Co., St. Louis, 104 *t*, thru local distrib.

WOW, Omaha

Methodist Episcopal Church, Omaha, weekly *sp*, direct.

Gellatly Returns

WILLIAM B. GELLATLY, former sales manager of WOR, New York, has been appointed eastern sales representative of Miller Broadcasting System, New York, producer and distributor of radio programs through the Miller tape transmission process. An advertising salesman for 18 years, with the *Chicago Herald & Examiner*, the *New York Herald Tribune*, CBS and WOR, Mr. Gellatly is returning to the profession he left a year-and-a-half ago when he left New York to settle permanently in Bermuda.

Mr. Gellatly

GROW & PITCHER, Toronto transcription firm, has increased its staff and moved to larger quarters in the Concourse Bldg. The firm has taken over Brydges Recording Studios, pioneer Canadian recording company, and will do its own recording. Jack Brydges has joined Grow & Pitcher to direct production and recording.

TRANSCRIPTIONS

ROBERT McCULLOUGH, sound effects technician, is handling sales of the Standard Radio sound effects library in the New York area rather than the entire Standard Radio service [BROADCASTING, Oct. 1]. Located in the RKO Bldg., Mr. McCullough's telephone is Circle 5-4895.

GENERAL FILM Co., Hollywood, radio rights holders of *Crime Club*, written by Jonathan Latimer, has cut a half-hour audition transcription of the series at Radio Recorders, that city. Radio version was written and produced by Robertson White, under supervision of Walter Karri Davies.

R. M. I. PRODUCTIONS, radio production firm, San Francisco, recently moved to new quarters in the Central Tower.

ARTHUR FULTON, formerly of Associated Cinema Studios, Hollywood transcription concern, has joined Aerogram Corp., that city.

DOMINION BROADCASTING Co. announces it is recording the Friday evening trans-Atlantic news comments from Beverley Baxter in London, featured on the General Motors of Canada weekly trans-Canada network. The recordings are for the library use of MacLaren Adv. Co., Toronto.

ASSOCIATED BROADCASTING Co., Toronto and Montreal, has obtained Canadian selling rights to CBS transcription *Sally of the Star* and Don Lee transcription *The Phantom Pilot*.

Sell Charles Michelson Transcribed Programs Get "that" account!

Representing the leading producers of the country, Charles Michelson offers to the low budget account programs of proven ability and established audiences at a cost that **must** prove profitable.

For complete catalogue write to Dept. BI

CHARLES MICHELSON
Transcribed Programs
545 Fifth Avenue New York City

"HELLO, MR. GEORGI!"
(D. P. Brother & Co.)

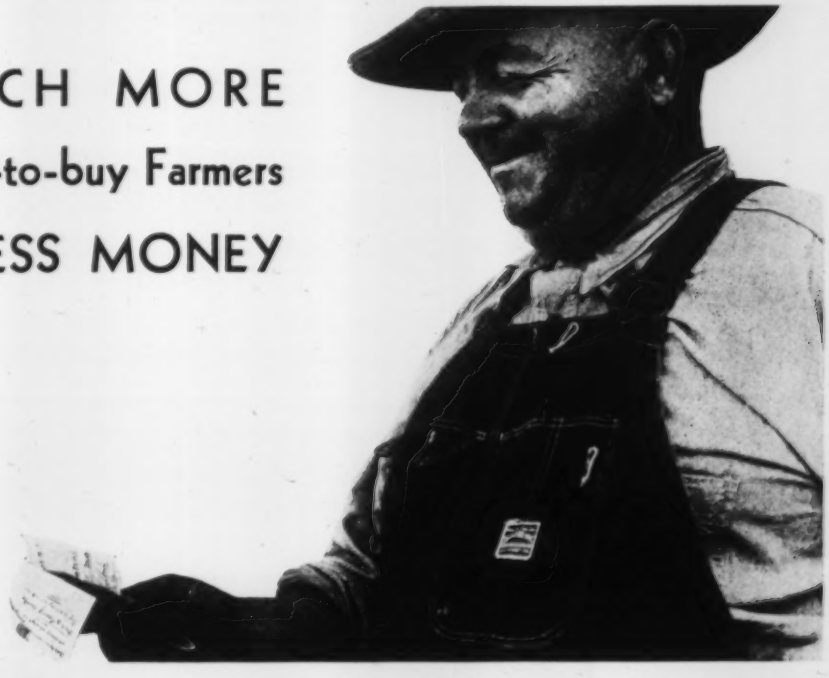
Did You say MARKET?

South Dakota's a good one, all right . . . 692,000 pop. But . . . PEORIAREA has a rich, concentrated population of 605,000! PEORIAREA is the home of rich farms and large industrial plants. You can hit this rich market with just ONE radio station—WMBD.

Free & Peters, Inc., Nat. Reps.

WMBD PEORIA
MEMBER CBS NETWORK

REACH MORE
Ready-to-buy Farmers
for LESS MONEY



REACH MORE . . . . . because WIBW is the most-listened-to station in Kansas, serving 893,770 farm homes.

READY TO BUY . . . . . because in these farm homes, pockets are bulging with cash from their second consecutive year of bumper crops. Because they have *confidence* in WIBW, sales messages become neighbor-to-neighbor recommendations.

FOR LESS MONEY . . . because this proved selling method gets ACTION! You get more returns — faster — per dollar spent.

BEN LUDY, *Manager*

Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago
Kansas City, Mo.—San Francisco

Represented by
WALTER BIDDICK COMPANY
Los Angeles—San Francisco
Seattle

WIBW "The Voice of Kansas"

DON LEE MAKES IT 29

☆

Station KTKC, Visalia, has been added to the Don Lee Network. This means that Don Lee advertisers will now cover the following counties ... FRESNO, TULARE, KINGS and part of KERN from a LOCAL outlet.

Buy Don Lee and place your message on the only Pacific Coast Network that gives you complete LOCAL primary coverage in ALL the 29 primary Pacific Coast markets.

☆

DON LEE
BROADCASTING SYSTEM
The Nation's Greatest Regional Network
LEWIS ALLEN WEISS
General Manager
1076 West 7th St.
Los Angeles,
California

9 Out of Every 10
Radio Homes on the Pacific Coast are within 25 Miles of a **DON LEE STATION**

Radio Advertisers

MARSHALL FIELD & Co., Chicago, on Oct. 19 will start *Toy Center Tonight* for the Christmas trade, three days a week on WMAQ, Chicago. Agency is Aubrey, Moore & Wallace. Wieboldt's Inc., Chicago department store, on Nov. 11 will start a Christmas program, *Adventures of the Cinnamon Bear*, transcribed show to be heard five days weekly on WGN. Agency is Needham, Louis & Brorby, Chicago.

THOMAS J. WEBB Co., Chicago (coffee), on Oct. 17 will start a quiz program, *Kaffee-Klatsch*, featuring Eddie Cavanaugh on WGN, Chicago. The show will originate at the Webb plant and will be heard three days a week, 2:15-2:30 p. m. Agency is George H. Hartman Co., Chicago, Edwin Cahn, account executive.

MOODY BIBLE INSTITUTE of Chicago, on Sept. 25 began the religious program, *Let's Go Back to the Bible*, which is heard Sundays, 2-2:30 p. m., on a special hookup devised by MBS on CKLW WAAB WFIL KFEL WHN WMBI WSAI WCAE and WGR. The program consists of short messages by Dr. Will H. Houghton, president of the Moody Bible Institute. Wendell P. Loveless, WHN director, acts as announcer. Critchfield & Co., Chicago, is the agency in charge.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream), on Oct. 20 will renew *Gliding Swing*, with Bob Howard, on WEAF, New York, Thurs. 11-11:15 a. m. Agency is J. Walter Thompson, New York.

GOSPEL BROADCASTING ASS'N, Los Angeles (religious), on Oct. 2 renewed *Old Fashioned Revival* on MBS-Don Lee stations, Sun., 9-10 p. m. The program consists of evangelical talks by Rev. Charles Fuller, heard from 9-10 p. m. on WMT KSO WHN WABI KTHS WDAS WAAB KGMB WWSW, and from 11 p. m.-12 midnight on WIRE and KFKA. R. H. Alber, Los Angeles, is the agency.

LAMONT, CORLISS & Co., New York (Danya lotion), on Oct. 31 will use quarter-hour sections on *Women of Tomorrow*, a sponsor participation program featuring Alice Maslin, on WJZ, New York, Mon., Wed. and Fri., 9:15-9:30 a. m. On Nov. 2 Lamont, Corliss will also use the West Coast participation show, *Woman's Magazine of the Air*, Mon., Wed. and Fri., 3:45-4 p. m. (PST) on KFI KPO KGW KOMO and KHQ. J. Walter Thompson, New York, is the agency in charge.

HOME OIL & REFINING Co., Great Falls, Mont. (petroleum products), is sponsoring thrice weekly, the quarter-hour transcribed serial, *In-Laws*, written by Hal Berger, on KFBB, that city. Sale was made by Aerogram Corp., Hollywood, which has national rights to the serial.

WSYR
now carries
both Red and Blue
NBC programs
570 k. c.
in Syracuse

LUER PACKING Co., Vernon, Cal., (meats), which recently used six weekly participation in the combined *Housewives Protective League* and *Sunrise Salute* on KNX, Hollywood, in a five-week test as its first radio, has renewed. Contract is for 52 weeks, effective Oct. 3. Glasser Adv. Agency, Los Angeles, has the account.

COOPERATIVELY SPONSORED by Canadian advertisers, the morning *Women's Coucou Club* program, on Sept. 28 marked its sixth year on the air on CHRC, Quebec. The club has 15,862 members and is considered one of the most popular daytime programs in Quebec.

FLAMINGO SALES Co., Hollywood, (nail polish), an occasional user of radio, is using four and five spot announcements weekly on KNX and KFI, on a 13-week Southern California campaign. Agency is Buchanan & Co., Los Angeles.

KFBK, Sacramento, has been added to the group of California stations carrying time signals for Bekins Van & Storage Co., Los Angeles. Brooks Adv. Agency, Los Angeles, has the account.

J. LYONS & Co. (Canada) Ltd., Toronto, is sponsoring *Let's All Go Down the Strand* for its tea weekly on CFRB, Toronto. The program features British tunes and Canadian artists, with commercials by a character identified as "Peter the Tea Planter". Norris-Paterson, Toronto, is handling the account.

REGAL SHOE Co., New York, has started a weekly quarter-hour program of football results on WOR, New York, Sat., 4:15-4:30 p. m. Agency is Frank Presbrey Co., New York.

KRAFT-PHENIX Cheese Corp., Chicago (malted milk), has contracted for quarter-hour sports programs preceding football games on WTMJ, Milwaukee. Agency is J. Walter Thompson Co., Chicago.

PATE OIL Co., Milwaukee, is sponsoring the third annual fall and winter *Civic Concert* series on WTMJ, Milwaukee, featuring local choral groups. The series of 26 half-hours was placed by John Barnes Agency, Milwaukee, with Grant Sandison representing WTMJ.

PINEX Co., Fort Wayne, Ind. (cold remedy), has started *Alexander McQueen* in a series of news comment on WJJD, Chicago. The program is heard five days weekly at 4:30 p. m., through Russel M. Seeds Co., Chicago.

GENERAL MOTORS SALES Corp., Detroit (Chevrolet), on Oct. 17 will sponsor a specially edited series of United Press news dispatches on WABC, New York, Sat., 6-6:05 p. m. Campbell-Ewald Co., New York, is the agency.

QUAKER OATS Co., Peterborough, Ont., starts at the end of October a spot sport announcement series over 12 Canadian stations. Lord & Thomas of Canada, Toronto, handled the account, and Dominion Broadcasting Co., Toronto, made the recordings.

LEVY BROS., Hamilton, Ont., (Bridal Wreath rings) is running a live talent show over CKOC, Hamilton, and CFRB, Toronto, which is recorded and used two weeks later over CKWX, Vancouver; CJAT, Trail; CFCN, Calgary; CJRC, Winnipeg; CJIC, Saulte Ste. Marie; CKSO, Sudbury; CKPR, Fort William; CKCK, Regina; CKAC, Montreal. Ferres Adv. Service, Hamilton, places the account and Dominion Broadcasting Co., Toronto, makes the recordings.

JOHN LABATT Ltd., London, Ont. (brewer) has started a sports digest and a dramatic show over CKAC, Montreal, and a weekly program for the American distributor, Head Miller & Co., Rochester, N. Y., over WGR, Buffalo. J. Walter Thompson Co., Toronto, placed the three shows.

HENRY BIRKS & SONS, Montreal, (jewellers) and affiliated companies Birks Ellis Ryrie Ltd., Toronto, and Birks-Dingwall Ltd., Winnipeg, start about Oct. 15 a series of 52 dramatic spots to run daily over stations in each of the eight Canadian cities in which the firm has branches. The programs will be placed on CFCF, Montreal; CFRB, Toronto; CKWX, Vancouver; CFQC, Saskatoon; and on stations in Ottawa, Calgary, Winnipeg and Hamilton. The account was placed by Clark Locke Ltd., Toronto, with transcriptions from NBC.

ROCK CITY TOBACCO Co., Quebec, has started a twice-weekly 15-minute transcription test over CJCB, Sydney, N. S. N. W. Ayer & Son of Canada, Toronto, handles the account.

E. FUCINI & Co., New York (Vittone Bitters), is sponsoring a 26-week campaign on WOV, New York, featuring Alfredo Rosi, known as the *Friendly Counsellor*, six-weekly, 10-10:15 a. m. Pettinella Adv. Co., New York, placed the account.

WARREN BAKING Co., Warren, Pa., on Oct. 17 starts *Adventures of Ace Williams*, transcribed serial, three days weekly on WJTN, Jamestown, N. Y. Agency is W. E. Long Co., Chicago.

KRUG Certified Bakeries division of Continental Baking Co., has bought the *Magic Carpet* for 52 weeks over WHIO, Dayton, O. Benton & Bowles is agency. The mobile recording unit of WHIO is sent to different towns having social functions where transcriptions are made of the festivities. Transcriptions are put on the air the following day.

ROBERT SIMPSON Co., Toronto and Montreal, (department store) will use a Christmas promotion transcription show *The Cinnamon Bear* on CKCL, Toronto, and a Montreal station, likely CFCF. The account is being placed direct, All-Canada Radio Facilities, Toronto, selling the transcriptions.

T. G. BRIGHT & Co., Niagara Falls, Ont. (wine) has started a weekly network program over CKAC, Montreal; CKCH, Hull; CHRC, Quebec; CHLT, Sherbrooke; CHLN, Three Rivers. Sherman K. Ellis, Toronto, and Dominion Broadcasting Co., Toronto, handle the account.

JOHN A. HUSTON Co., Toronto (Pyrex) started Oct. 3 a three-week spot announcement campaign over 13 Canadian stations. J. Walter Thompson Co., Toronto, placed the account and Dominion Broadcasting Co., Toronto, made the recordings.

J. C. PENNEY Co., New York, is testing for 26 weeks on WOW, Omaha, the script show, *The Jangles*, written and produced by Jettabee Ann Hopkins of WOW. Agency is Blackett-Sample-Hummert, Chicago.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

AGENCY APPOINTMENTS

WILLIAM JAY BARKER, New York (Hirsutus hair tonic), subsidiary of Progressive Drug Co., New York, to Grant & Wadsworth & Casmir, New York. Radio plans are now being formed.

BROWN SHOE Co., St. Louis, to Lee Burnett Co., Chicago.

DEARBORN Products, Chicago (proprietaries), to Gale & Pietsch, Chicago.

COLONIAL Knitted Sportswear Inc., Chicago, to Ruthrauff & Ryan, Chicago.

AMERICAN TOBACCO Co., New York (El Roi Tan & Cremo cigars), to Lord & Thomas, N. Y.

BROWN & WILLIAMSON Tobacco Co., Louisville (Avalon cigarettes, Bugler & Big Ben tobacco), to Russell M. Seeds Co., Chicago.

FLEETWING OIL Corp., Cleveland, to Simons-Michelson Co., Detroit.

CLIMAX MOLYBDENUM Co., New York, to Donahue & Coe, New York.

SCHUETTINGER & OEHLER, Jamaica, L. I. (builders), to Metropolitan Adv. Co., New York.

ATLANTIC PRODUCTS Corp., Trenton, N. J., to N. W. Ayer & Son, New York.

INTERNATIONAL SHOE Co., St. Louis, to Henri, Hurst & McDonald, Chicago, for Vitality shoes.

GENERAL SHOE Corp., Nashville, to J. Walter Thompson Co., Chicago.

INTERNATIONAL SHOE Co., St. Louis (Vitality shoes), to Henri, Hurst & McDonald, Chicago.

MENTHOLATUM Co., Wilmington, Del. (proprietary), to Street & Finney, N. Y.

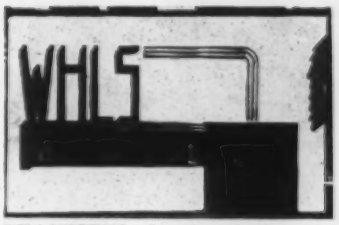
FLORIST TELEGRAPH DELIVERY ASSN., New York, to Young & Rubicam, New York.

FREDERICK F. LOWENFELS & Son, New York (Hotel Bar Butter), to Al Paul Lefton Co., New York.

GRAVEM-INGLIS BAKING Co., Stockton, Cal., to Sidney Garfinkel Adv. Agency, San Francisco.

GROCERY STORE PRODUCTS, New York (Foulds, Golden Age foods), to McCann-Erickson Inc., N. Y.

CHARLES ARMOUR Inc., New York, to Frank Best & Co., New York.



BEAUTIFUL facade of the new WHLS, Port Huron, Mich., whose triple-plate observation window permits passersby in the downtown location to watch broadcasts taking place in main studio as its huge neon sign attracts them. Formal opening of the new station, called the Blue Water Station, took place Oct. 9 on the occasion of the opening of the new International Bridge joining Port Huron and Sarbia, Ont., with many dignitaries attending.

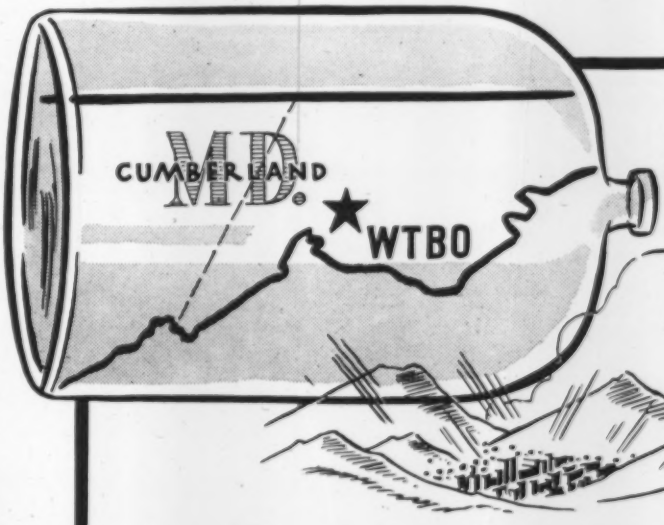
KSAM Takes the Air

WITH special programs from the Sam Houston State Teachers College, whose president, Dr. C. N. Shaver, is part owner of the station, the new KSAM, Huntsville, Tex., 100 watts daytime on 1500 kc., was formally inaugurated Oct. 2. A pickup for the State penitentiary also featured the dedication. The station is managed by Harold Scott, formerly with KGNC, KFYO, KGGM and KOCA. Its program director and chief announcer is Charles Tigner, formerly with KTEM and KOCA. Paul Wolf, formerly with KGKB, is chief engineer. Clarence Thomas is announcer and R. C. Wilkerson, engineer.

M & O Stations of NBC Hit Spot Sales Record

SPOT SALES for August and September hit a new high both in number of advertisers and dollar volume for NBC managed and operated stations, as reported by the Eastern Division. Forty-six national and local advertisers are represented including: Chas. B. Knox Gelatine Co., Standard Air Conditioning, Ward Baking, Penick & Ford, Ltd., Hotel Times Square, Phila. Brewing Co., Peter Paul, Inc., Phila. Inquirer, Oxo, Ltd., Wm. W. Lee, Consolidated Edison Co., Texas Co., Royal Typewriter, Rumford Chemical Works, Saltesea Packing Co., Carleton & Hovey, Continental Baking Co., D'Arrigo Bros., Polaris Co., Curtice Bros., Sheffield Farms, Campbell Soup, H. S. Graff Co., Maryland Pharmaceutical, Arco Skate Co., Buick Motor Car Co., Oneida Ltd., Kellogg Co., F. & M Schaefer Brewing Co., J. B. Williams Co., Luden's, Inc., Waitt & Bond, Lamont Corliss, RCA Mfg. Co., Macfadden Publications, Lehn & Fink, R. J. Reynolds Tobacco, General Cigar, McKesson & Robbins, Peter Doelger Brewing, E. Fougera & Co., P. Lorillard Co., Bathasweet Corp., Bulova Watch, Good Luck Food, No. American Accident Insurance, Manhattan Soap, Ford Motor, Borden Co., Spencer Shoe, Durkee Mower, E. L. Knowles, Megowan Educator, Cranberry Canners, C. G. Conn Ltd., K. A. Hughes and Simonds Saws.

ABE CORENSON, onetime owner of the old KELW, Los Angeles, has applied to the FCC for a new 100-watt station on 1310 kc. in Evanston, Ill.



THESE CUMBERLAND MOUNTAINS BOTTLE-UP MARYLAND'S SECOND LARGEST MARKET . . .

The 98,400 radio families in the WTBO good service area depend almost exclusively on WTBO . . . because no network station regardless of location or power serves our listeners consistently or effectively.
In WTBO's listener area, annual retail sales amount to more than $177,393,000. If you are to get your share of this business WTBO is a MUST medium. Other National advertisers have found this station to be effective and economical . . . that's why WTBO's renewal percentage is so high.

800 KILOCYCLES · 250 WATTS
CLEAR CHANNEL
CUMBERLAND, MARYLAND
NO NETWORK STATIONS SERVE THIS CITY

WTBO

National Representatives: JOSEPH H. McGILLVRA

SERIES of half-hour concerts by the Cincinnati College of Music Symphony Orchestra will originate at WSAI for MBS, beginning Oct. 19 at 8 p. m. (EST). Walter Heerman, first cellist with the Cincinnati Symphony and instructor at the College, and Uberto Neely, WLW-WSAI violinist-conductor and director of radio extension at the college, will conduct. A student soloist will be presented at each concert, and network stations carrying the programs will be invited to audition student musicians in their communities, the most talented to be selected for guest appearances with the Cincinnati group.

* * *

Before and After

TRANSCRIPTION of opinions expressed before the contest is being aired on WOC, Davenport, under the title *You Said It Yourself*, as a post-football game feature. The show was conceived and is handled by Bill Voss, WOC special events announcer.

Purely PROGRAMS

Emily Post's Program

SOCIALIZED recitation technique of modern school rooms has been adapted to radio in the new *Right Thing to Do* series, broadcast on NBC-Red, Mondays, 7:30-8 p. m., under the sponsorship of George W. Luft Co., Long Island City, for Tangee lipstick. Emily Post, noted authority on etiquette, chooses members of the studio audience to act out scenes embodying situations which have proved embarrassing to her correspondents, and, when they have finished their impromptu dramas, asks the rest of the audience to criticize their method of solving the problem, concluding with her own summary. Program, placed through Cecil, Warwick & Legler, New York, is said to have the most complete audience participation of any of this type of show now on the air.

* * *

International Food

AIMING at the high foreign percentage of Cleveland's population, Montana Flour Mills has fashioned the *Recipes of the Nation* on WGAR, Cleveland. Each program is devoted to the music of a nationality, and the recipes solicited and read are of the nationality. Prizes of $2 each are awarded for recipes selected for broadcast. Talent on the program is Florence LaGanke, formerly with the *Cleveland Press* as household editor.

Tongue Gnarlers

ALLITERATIVE problems in rapid pronunciation are the substance of *Tongue-Twister Tournaments*, conducted on KDKA, Pittsburgh, by Bill Beal. On first show listeners, asked to send in twisters, responded with 200 replies; second, over 500; and third, more than a thousand. Each week he uses 12 to 16 of those submitted, paying $1 for each one accepted. Four contestants, picked from the studio audience, participate in each tournament, the winner receiving $5 in cash and the other three two tickets to a local theater.

* * *

From the Lobby

STICKLERS and ticklers are put by *Morton's Question Man* twice a week to visitors in the John Marshall Hotel lobby on WRTD, Richmond, Va. A watch goes to the person submitting the best set of five questions for each program, and each person interviewed gets a dollar bill.

* * *

Haymow Doings

CALLING on listeners with Ezra Martin and the *Folks From Pleasant Valley*, Jim Yerian and the mobile unit of WBNS, Columbus, visit various farms and interview members of the household during Ezra's program. Listeners write in, inviting Announcer Yerian to call on them.

Prison Rodeo

EIGHTH annual Texas Prison Rodeo was carried by WBAP, Fort Worth, remoted from the state prison stadium at Huntsville Oct. 2. Harold Hough, WBAP manager and veteran announcer known as the "Hired Hand", announced the rodeo, the only show of its kind in the world, and acclaimed as "Texas' Fastest and Wildest Rodeo". All participants in the events, from roping to bronc-busting, were inmates of the prison.

Schoolboy Sportcasters

SPONSORED by Frank Bros., San Antonio clothiers, KMAC, San Antonio, broadcasts daily sports resumes with student announcers from six local high schools airing the sports news of their schools during the last five minutes of each quarter-hour program. KMAC also features professional golfers in daily question-answer programs under sponsorship of a local men's store. Pros from each of the city's eight country clubs and public golf courses answer all golfing questions sent in by listeners and merchandise is given for the most tricky questions submitted.

* * *

Tomorrow's Treats

DAILY forecast of the following day's programs is the new daily quarter-hour, *On KMOX Tomorrow*, spotted early in the evening on KMOX, St. Louis.

KFYR Covers the **BRIGHT SPOT** of North America!

Estimated Consumer Income for Next Six Months
CANADA
— 3%
— 2%
LEGEND
Good Prospects
Fair Prospects
Poor Prospects
KEY TO FIGURES
Upper figure: Estimated income next six months as per cent change from same period a year ago.
Lower figure: Estimated income next six months as per cent change from average of same period in last three years.
U. S. INCOME
— 13%
— 7%
BROOKMIRE INCOME MAP
Graphic Indicator of Nationwide Sales Prospects and Credit Outlook
JULY THIRTIETH, NINETEEN HUNDRED AND THIRTY-EIGHT

Base map courtesy Brookmire Corp.

Coverage contours superimposed by KFYR.

KFYR is the only single station capable of telling your story in the "GOOD PROSPECT" AREA!

5000 Watts Day, 1000 Watts Night
550 Kc. ★ NBC Affiliate

KFYR

BISMARCK, NORTH DAKOTA

National Representative
GENE FURGASON and CO.

SENSATIONS as he parachuted to earth from a balloon were described via the ultrashortwave pack transmitter of KDYL, Salt Lake City, worn by Archie Baldridge (right) who was interviewed before takeoff by Announcer Myron Fox during the Utah State Fair.

* * *

Chance for Amateurs

OPPORTUNITY to appear in professionally rehearsed radio drama is offered nonprofessional actors on the weekly *Opportunity Theater* of KGO, San Francisco, presented Fridays from the San Francisco Community Playhouse. Applicants, who have left their names at the door as they entered the Playhouse, are called to the stage to read lines chosen from dramas previously presented on NBC. When the program goes on the air, finals take place before the microphone and a board of NBC producers selects winners, who are heard the following week, after studio rehearsals. Winners of the previous week are then heard, first in a dress rehearsal and finally in the finished production.

* * *

Radio for Women

ALMA KITCHELL, concert star and clubwoman, on Oct. 7, resumed her weekly programs, known as *Alma Kitchell's Brief Case*, for the 12th year on NBC-Blue network, Fri., 6:05-6:10 p. m. Addressing feminine listeners, Mrs. Kitchell discusses what radio means to women as mothers, homemakers and clubwomen, practically and culturally, basing her talks on unusual letters from listeners. Mrs. Kitchell is also heard as contralto soloist and mistress-of-ceremonies on the NBC feature, *Let's Talk It Over*.

* * *

Archie's Grab Bag

RIDDLES, recorded music, spot interviews, commercials, sport shorts and what not are carried on *Arch McDonald's Grab Bag*, heard Mondays through Fridays, 3:30-5 p. m., on WJSV, Washington. Each day Announcer McDonald pulls five riddles out of the bag, invites listeners to phone in answers, and gives prizes for first right ones.

* * *

News of Organizations

NEWS about the different functions of educational, religious, social and fraternal societies in Greater New York is carried on the weekly quarter-hour, *Public Service Reporter*, presented by Charles Berry on WOV, New York.

Radcliffe of Troy

ONE-MAN show is *History Was Made Where You Live* on WGY, Schenectady, featuring Radcliffe Hall dramatizing the history of communities in the service area of Troy Savings Bank, Troy, N. Y., sponsor of the program. Mr. Hall prologues the broadcast with a narration leading up to a dramatized sketch in which he characterizes all parts. Copies of the radio presentations are printed and mailed to listeners upon request. Hevenor Agency, Albany, handles the account.

* * *

The War Fever

SUPPOSEDLY actual events concerning the activities of the Red Circle, a spy organization of an Eastern European power, and its attempts to enter the U. S. Army and Navy are broadcast on the serial program, *The Crimson Wizard*, on the MBS network, Fri., 9-9:30 p. m. Much of the plot revolves around the building of new super-battleships by America, and is enlivened with special recordings of actual machine gun, rifle and artillery fire.

* * *

Around a Table

VICE-MAYOR Nicholas Klein, of Cincinnati, presides over the informal discussion on questions of the day carried by WKRC, Cincinnati, on its *Saturday Knights of the Round Table*. Questions of local, national and international importance are brought before a different group each week, ranging from university professors to politicians and newspapermen, and all participants express views on the subject under discussion.

* * *

Flatbush Jobs

APPEALS to increase private employment are broadcast by the Borough of Brooklyn on WMCA, New York, Wed., 8:45-9 p. m. The series is conducted by Harry Marcus, manager of Sears Roebuck Co. in Brooklyn and chairman of the Merchants Council of the Flatbush Chamber of Commerce, and features talks by outstanding personalities in civic and industrial life in the Borough.

* * *

Stunned by Pedagogy

SCHOOLROOM antics of a varied group of pupils, colored with humor from Waldo S. Newbury, musical director of WBRY, Waterbury, are featured in *School Daze* on that station.

Where Women Belong

JUDITH ABBOTT, commentator, is running a news program, *Edited for Women*, on WNEW, New York, Tuesday - Friday, 4:15-4:30 p. m. Miss Abbott interprets the news as it affects the women of America, her policy being to bring women to a full realization of their place in the social and economic structure of society; she also interviews from time to time prominent career women in her search for the ideal wife.

* * *

From the Clothes Makers

HIGHLIGHTS in fashion to be presented in Cleveland shops during the coming week are disclosed by Eleanor Hanson on *Fashion Firsts*, carried weekly on WHK, Cleveland. Miss Hanson visits various garment factories and stylists' offices before preparing her script, working in cooperation with Jacob Wattenmaker, executive secretary of the Cleveland Fashion Institute.

* * *

Working on the Railroad

TO FIND the city's outstanding trainman, WWL, New Orleans, invited representatives of every railroad in the city to participate in a broadcast, with each contestant calling out stations on his route in his own way. A loving cup was awarded the winning jawbender.

* * *

Tips on the Taverns

TIPS on dine and dance spots, along with transcriptions of popular dance bands, are carried on *Where to Go and What to Do*, sponsored on KYOS, Merced, Cal., by local cafes and taverns.

NATIONAL ADVERTISERS

ADVERTISING IN CANADA

USE

CHNS

Halifax, Nova Scotia

The Key Station of the Maritimes

WM. C. BORRETT, *Director*

U.S.A. Representatives:
JOS. WEED & CO.
350 MADISON AVE., N.Y.C.

THE VOICE OF MISSISSIPPI

WJDX

5000 Watts

JACKSON

N.B.C.

STRAWS IN THE WIND?

Jackson reports substantial monthly increases in building permits; total value of building permits; bus passengers; Post Office receipts; gas and electric connections; new families; telephones in use.

These are not just "straws in the wind" but facts that prove conclusively that it is to your advantage to advertise over WJDX — the station that speaks with dominant appeal in the Mississippi market area.

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

"They've put us off the air! That Western Electric 110A Program Amplifier ends monkey-chatter."

THE PICK OF THE
RADIO
STATIONS IN WESTERN CANADA

In Western Canada—
all these stations are
C.B.C. basic outlets.

In
Manitoba

CKY Winnipeg
is western Canada's Most
Powerful Station

and

CKX Brandon
completes the Manitoba
radio coverage.

In
Saskatchewan

The people listen to—
CKCK Regina
. . . delivers 82.7% of Regina Audience
CHAB Moose Jaw
. . . delivers 72.6% of Moose Jaw
Audience

In
Alberta

These three stations afford
the only 100% coverage.

CJCA Edmonton
. . . delivers 70% of Edmonton Audience
CFAC Calgary
. . . delivers 65% of Calgary Audience
CJOC Lethbridge
. . . delivers 86% of Lethbridge Audience

In
British Columbia

For maximum coverage at minimum
cost use
CKWX Vancouver
(not basic CBC)
CJAT Trail

Canadian Representatives
ALL-CANADA
RADIO FACILITIES
TORONTO - MONTREAL - WINNIPEG
CALGARY - VANCOUVER

U. S. Representatives
WEED & CO.
NEW YORK - DETROIT
CHICAGO - SAN FRANCISCO

1938 SURVEY FIGURES

Agencies

LEONARD F. WINSTON, who for the last four years has been conducting his own radio production service, recently joined Ray McCarthy Adv. Service, New York, as radio director and account executive. At present he is working on the account of Peter Doelger Brewing Corp., Harrison, N. J., which on Oct. 6 started a weekly quarter-hour musical program on WJZ, New York.

KIMBALL, HUBBARD & POWEL, New York, has changed its name to Morgan Reichner & Co., effective immediately. Morgan S. A. Reichner is president; Amos Stote and Charles H. Bauer, vice-presidents; Harold A. Bowman secretary. George Arkedis continues as radio director.

PAUL GRANT ADV. has been established at 520 N. Michigan Ave., Chicago, to function as a general agency. Mr. Grant has done copy and contact work with Ruthrauff & Ryan, Campbell-Ewald, Geyer Co., Dayton, and Matteson-Fogarty-Jordan. Associated with him in the new firm is Miss A. E. Schuster, formerly in charge of the office and secretary of the company at Morris-Schenker-Roth, Chicago. Telephone number of the new agency is Delaware 4855.

GEORGE H. INCLEDON, formerly of Ford, Browne & Mathews, Chicago, has joined William R. Harshe Inc., Chicago, to do public relations work.

SANFORD BARNETT, J. Walter Thompson Co. Hollywood writer, and Roberta Black, United Airlines stewardess, have announced their engagement.

JOHN H. CHRIST, producer of J. Walter Thompson Co., Hollywood, and Miss Birdie Byron were married in Los Angeles Oct. 8.

S & F Names Craig

WALTER CRAIG, radio producer, has been appointed radio director of Street & Finney, New York agency. Coming to radio from the stage, where he played juvenile roles, Craig was manager of the commercial program department of World Broadcasting from 1929 until 1933, and has since headed his own production agency in New York. He has handled production on the semi-annual radio campaigns of United Drug Co. to promote its Rexall One-Cent sales and on the programs sponsored by Carter Medicine Co., which are the chief radio users among the clients of Street & Finney, so his new position will to some extent be an enlargement of his former duties. Kenneth Burton, who has been associated with Craig since they worked together at WBS, has taken over the Craig organization.

ROY F. SHULTS, for ten years with Compton Adv., New York, recently as newspaper space buyer, has joined Joseph Katz Co., Baltimore, as director of media, in charge of all purchase of space and time for the agency's clients.

FLETCHER B. TRUNK, of Danvers & Trunk, Denver, recently took over the firm, which will operate as Fletcher B. Trunk & Co. in the same location in the Gas & Electric Bldg., Denver.

MAC WILKINS & COLE Inc., Portland, Ore., has moved to the Corbett Bldg.

EDWARD LASKER, radio director of Lord & Thomas, after several weeks in Hollywood, has returned to Chicago headquarters.

MYRON KIRK, radio department manager of Famous Artists Corp., Hollywood talent agency, since January, has severed his connections with that firm. Before joining Famous Artists he was radio director of Ruthrauff & Ryan.

AL BREMNER, formerly of Blackett-Sample-Hummert, Chicago, where he wrote copy for the Ovaltine account, joins the copy department of H. W. Kastor & Sons Adv. Co., that city, effective Oct. 17.

GEORGE TOLIN, formerly radio production manager of Allied Adv. Agencies, San Francisco, has been appointed radio director of Hollywood (Cal.) Conservatory of Music and Arts.

CULBRETH SUDLER, formerly account executive of Philip J. Meany Co., Los Angeles, and well known in national advertising, has established his own agency under firm name of Culbreth Sudler Co., at 412 West 6th St., that city.

RAYMOND R. MORGAN, head of Raymond R. Morgan Co., Hollywood advertising and radio production concern, is on his semi-annual visit to eastern clients. During his tour he will also confer with M. Lewis Goodkind of Goodkind & Morgan, Chicago, the Raymond R. Morgan Co. affiliate.

WARREN P. FEHLMAN has joined Darwin H. Clark Adv. Agency, Los Angeles, as account executive. Mr. Fehlman was advertising manager for the Southern California district of the *Wall Street Journal*.

LAWRENCE H. WOOD has joined Charles Eckart Co., Los Angeles, as head of the public relations and merchandising departments. Charles J. Eckart heads the radio department. Agency recently moved to larger quarters at 1709 West 8th St.

O. M. SCHLOSS, formerly in radio station relations work at McCann-Erickson, New York, on Oct. 7 was appointed space buyer of publication media for that agency.

RALPH RICHMOND, on Oct. 1, resigned as head of the radio commercial department of Benton & Bowles, New York. His future plans will be announced shortly. Clinton S. Ferris, former vice-president of Blackett-Sample-Hummert, New York, replaces Mr. Richmond.

FRANK DELANO of the traffic and merchandising department of Young & Rubicam, New York, for the past five years, has been transferred to the agency's Hollywood office to replace Fred Wile as coordinator. Mr. Wile is now in the New York office of Young & Rubicam.

ROBERT ETTIENE, formerly with the radio department of H. W. Kastor & Sons Adv. Co., Chicago, has joined the estimating division of Blackett-Sample-Hummert, Chicago.

STUART L. KLINGELSMITH, who formerly operated his own Los Angeles agency, has joined Buchanan & Co., that city, as account executive and producer.

JAMES WHIPPLE, writer and producer of Lord & Thomas, Chicago, has been named radio director to succeed Basil Laughrane, who resigned recently to join Ed. Wolff & Associates, Rochester, N. Y.

GEORGE H. THORNLEY, formerly of Thornley & Jones, New York, recently became associated with Erwin, Wasey & Co., New York, in the new business department.

PATRICIA O'CONNELL, formerly with Joseph Katz Adv. Agency, New York, and recently with Blackett-Sample-Hummert, New York, has joined Compton Adv., New York, as radio copy writer.

CLINTON S. FERRIS, formerly vice-president of Blackett-Sample-Hummert, Chicago, has joined Benton & Bowles, New York.

BUCKINGHAM GUNN, with J. Walter Thompson Co., Chicago, before joining Ruthrauff & Ryan a year ago, has returned to the Thompson agency, where he will produce *The Northerners*, for Northern Trust Co., and Bowman Dairy Co.'s *Musical Clock*.

65,000,000
People
Live Within
500 Miles of
WHAS

50,000 Watts

820 Kilocycles

CBS Basic Station

EDWARD PETRY & CO.
National Representatives

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio
Coverage of Prosperous
Western North Carolina

"The Quality Market
of The Southeast"

ENTHUSIASM
for SALE!
NBC
K·A·N·S
WICHITA, KANSAS

ROBERT M. FLEMING, account executive of Harry M. Miller Inc., Columbus, has been appointed manager of the Cincinnati branch and director of radio for the entire agency.

SAMSON Advertising & Merchandising Service, Baltimore, has moved to new quarters at 733 N. Eutaw.

PHILIP KLEIN Adv. Agency, Philadelphia, is moving to 1910 Rittenhouse Square.

INTERSTATE Adv. Agency, Cleveland, has appointed Wm. H. Bricker as a Cleveland sales representative.

SHOUSE NAMES IRS AS REP FOR WSAI

APPOINTMENT of International Radio Sales as exclusive national representatives for WSAI, Cincinnati, was announced Oct. 10 by James D. Shouse, vice-president of Crosley Radio Corp. in charge of broadcasting operations.

Mr. Thornquest

The appointment, Mr. Shouse said, does not affect the status of WLW, which is represented by Transamerican Broadcasting & Television Corp. The change, he stated, is part of the program to segregate completely operation of the two stations and in no manner is critical of Transamerican's representation of the two stations. With the appointment, WSAI, in a business way, becomes completely independent of WLW. Dewey H. Long, formerly of CBS' Radio Sales, recently took over general management of the station which has its own sales, special events, and programming departments.

"The change was occasioned only by the increasing necessity for separate representation of WLW and WSAI," said Mr. Shouse. "It has been our purpose for the past year to segregate the activities of WLW and WSAI. With each station having its own national representative, that segregation program has been completed."

Mr. Long also announced appointment of Jack Thornquest as sales manager of WSAI. He has been with the station since 1937 and before that spent a year in agency work with Ralph H. Jones Co., Cincinnati. He is a graduate of Miami University.

CKLW Names McGillvra

APPOINTMENT of Joseph H. McGillvra as exclusive representatives in the New York, San Francisco, Los Angeles, and Atlanta areas was announced Oct. 3 by J. E. Campeau, general manager of CKLW, Detroit-Windsor. Simultaneously he announced that the New York office of CKLW, headed by Phil Fuss, had been closed. The Chicago office, with George Roesler in charge, will continue, Mr. Campeau declared.

Marvin Joins Esty

RICHARD MARVIN, for 10 years with J. Walter Thompson Co. in Chicago and for five years radio director of that office, has joined William Esty & Co., New York, as radio director, succeeding F. S. Crampton who resigned last month.

Reps

INLAND Broadcasting Service, recently formed as a station representative firm in Winnipeg, with offices at 171 McDermot Ave., announces it represents CJRC, Winnipeg; CJGX, Yorkton; CJRM, Regina; CFQC, Saskatoon; CFCN, Calgary; CFRN, Edmonton. K. C. Ball, well-known in western Canada, New York and Southern advertising circles, has joined Inland as commercial manager. He comes from the advertising staff of the *Winnipeg Tribune*.

DONALD DONAHUE has resigned as sales manager of the radio department of J. J. Devine & Associates, New York, to join the sales staff of George P. Hollingbery Co.'s New York office. Prior to his affiliation with the Devine organization.

KFSD, San Diego, Cal., has appointed Paul H. Raymer Co., New York, as national representative.

WIRE, Indianapolis, has appointed E. Katz Agency as national representative. The effective date has been announced as Jan. 1, 1939.

McGillvra Names Wright To Head Toronto Office

C. W. (Bill) WRIGHT has been appointed manager of the Toronto office of Joseph Hershey McGillvra, station representative firm, succeeding N. Porter Colwell, who has resigned to become manager of Canadian Facts Ltd., research organization, and a partner in the business with Ethel Fulford. Mr. Wright, for the past year a member of the McGillvra staff in Toronto, was formerly manager of CKGB, Timmons, Ont., and has subsequently been associated with Northern Broadcasting Co. and All-Canada Ltd., Canadian station representative concerns. He spent a month last summer in the McGillvra New York office.

Mr. Wright

J. L. Alexander, salesman for national advertising media in Toronto for the past six years and most recently with the Kingston, Ont., *Whig-Standard*, has been added to McGillvra's Toronto sales staff. L. M. (Mike) Mickles Jr., continues in charge of the firm's Montreal office.

Results COUNT MOST

KXOK

St. Louis, Missouri

1000 Watts, Full Time

WEED & COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · CHICAGO

DETROIT · SAN FRANCISCO

Ferguson Joins Weed

R. L. (Fergie) Ferguson, veteran broadcaster, on Oct. 10 joined the Chicago sales staff of Weed & Co., station representatives. A veteran of a dozen years in radio, Mr. Ferguson joined the Weed organization after a year with Jesse L. Kaufman Inc., where he managed talent and production. He was manager of WINS, New York, from 1934 to 1937 and prior to that time was with the Chicago sales unit of NBC and commercial manager of WLW. Still earlier in his career he was with WOR, Newark, and WAHG, which later became WABC, New York.

Mr. Furguson

COMPLETE your Coverage

KGVO

Missoula, Montana

5000 WATTS · 1260 KC.

CBS

WAVE SELLS PEOPLE— NOT GEOGRAPHY!

If you wanta know how important is *Louisville* in this whole wide expanse of Kentucky and Southern Indiana, give ear, boys! Our City Limits *alone*, furnish 67.8% of all food sales and 74% of all drug sales made in the entire Louisville Trading Area (25 counties)! And it contains 80.7% of the Area's total income-tax payers! . . . WAVE delivers *what you need* in Kentucky. Why pay for more? . . . An NBC Outlet.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION WAVE

INCORPORATED

LOUISVILLE, KY.

1000 WATTS . . . 940 K. C.

Studio Notes

NEW FRIENDS OF MUSIC series of 16 chamber music concerts from Town Hall, will be broadcast weekly on NBC-Blue network from Oct. 23 through Feb. 19, inclusive, Sunday, 6-7 p. m. The program was organized in 1936 by Ira A. Hirschmann, vice-president of Saks Fifth Avenue, New York (department store), who is a prominent music patron and a non-professional pianist, to make available to New York's music public concerts of masterpieces within range of modest pocketbooks. The three seasons of this series have been met with such enthusiasm that the *New Friends of Music* has organized its own chamber orchestra, under the direction of Fritz Siedry, Viennese conductor. This year's programs will feature the works of Bach, Beethoven, and Haydn.

WHOM, Jersey City, is the first station to adopt the *We Americans* series, originated by WHK-WCLE, Cleveland, presenting the first program of the patriotic series on Oct. 9. *We Americans* is a copyrighted feature of United Broadcasting Co., which has been offered every station in the country to promote public interest in the democratic form of government [BROADCASTING, Oct. 1].

THE Concert Artist Bureau of the Federal Music Project, on Oct. 4, started a series of weekly musicales on WEVD, New York, Tues., 8:30-9 p. m. The Negro Art Singers, the Forum Trio, and the Negro Melody Singers are featured on the programs for various weeks.

Get Your Share
In HAWAII'S
$142,186,243.47 Market*
With
KGMB - KHBC
HONOLULU HILO
***Retail Sales:**
Fiscal Year 1937-8
Representatives:
CONQUEST ALLIANCE CO., INC.
New York, 515 Madison Ave.
Chicago, 203 N. Wabash Ave.
JOHN BLAIR & COMPANY
San Francisco, Russ Building

CELEBRATING the first anniversary of *Youth 'Round the World*, a Saturday morning program on WCFL, Chicago, presented in cooperation with the National Youth Administration for Illinois were: (l to r) Miles Reed, production manager of WCFL; Frances Cordeal, writer; Herman G. Berglund, announcer, and C. Florence Mead, producer and director. The dramatized program of world-wide news events of interest to youth has given radio training to many Chicago young people, 20 of whom have found regular work in radio.

KYSM, Mankato, is carrying seventeen games of the football teams of Mankato Teachers College, Mankato High School and Loyola High School during the 1938 grid season, including eight remoted away contests. The programs are handled by Fred Just and Bob Kunkel. When the high schools and teachers college play simultaneously, KYSM broadcasts the away game, accommodating fans with the game least convenient for them to attend.

JAN SAVITT, musical director of KYW, Philadelphia, and his *KYW Top Hatters* will play for the debut of Caroline Woodman, daughter of Dr. and Mrs. James Rowland Angell, on Oct. 21 at a society dance in the Lawn Club of New Haven.

KMA, Shenandoah, claims a first in its play-by-play broadcast of a six-man football game Sept. 29. The broadcast was carried as part of a schedule sponsored on KMA by Tyler Bros., local Coca Cola bottlers. With Cy Rapp describing the game, the broadcast tied up the only telephone line into Massena, a city of 300 where the game was played, for an hour and a half.

WHEN the local sanitarium moved its iron lung into a booth at the Southern Oklahoma Fair and Exposition, KVSO, Ardmore, carried an interview program between announcers Pat Perrin, in the lung, and Paul Duncan.

Mop at the Mike

SOL WILLIAMS, negro janitor of KMOX, St. Louis, has won a contract renewal as featured performer in *Hot Stove League*, sponsored on the station for Hyde Park beer. Sol accidentally got on the program last year and ad libbed so effectively that he was made a regular side-splitting feature. He continues to wield mop and broom during his moments away from the microphone.

CKAC, Montreal, has completed arrangements with several Paris stations and recording companies for personal appearances of 12 popular French artists under commercial sponsorship on CKAC. The idea was tested in 1937 when Jean Clement, Paris tenor, was brought to Canada under sponsorship of L. O. Grothe Ltd., tobacco manufacturers, and proved so successful that he will return for a second season.

REMAINING on the air until 3:30 a. m. Sept. 27, WGAR, Cleveland, presented a special Flood Relief Show by request of the Cleveland American Red Cross chapter and raised $850 in pledges. Cancelling all scheduled programs, WGAR turned over its facilities to the Red Cross at 10:30 p. m. for the show, which featured Sidney Andorn, WGAR theatrical reporter, as master of ceremonies, and included talent from all local theatres, hotels and night clubs. Twelve orchestras appeared, in addition to Walberg Brown's studio band.

JOHN STEELE, MBS London and foreign representative, will start a new commentary series, shortwaved from London, on the coast-to-coast Mutual Network Oct. 19, 9:15-9:30 p. m. (EST) and continues on alternate Wednesdays thereafter.

KFRO, Longview, Tex., recently opened studios in the Marshall Hotel and the Harrison County Fair buildings at Marshall, 32 miles from Longview. The new studios are supervised by James A. Beck, formerly of KFJZ, Fort Worth, and KDNT, Denton, with Fred Dahmer Jr., in charge of technical equipment.

WINTER SERIES of *Kansas Roundup*, weekly hour show presenting the complete entertainment staff of WIBW, Topeka, returned to the local Fox State Theatre Oct. 1. Manager Ben Lady took the show to the theatre last year after the program audience outgrew studio facilities. The program, broadcast direct from the stage, is remoted through the WIBW transmitter. Minimum admissions are charged.

WOAI, San Antonio celebrated its sixteenth anniversary Sept. 25 with announcement of 69 hours of commercial programs sponsored by 122 advertisers in a fall schedule published in the *San Antonio Express*.

WNEW, WOV-WBIL, New York; WSBC, Chicago; WPEN, Philadelphia, and KWJJ, Portland, Ore., have contracted for International News Service.

THE two-story building which houses studios and executive offices of KFOX, Long Beach, Cal., has been purchased by Hal Nichols, owner of the station, from Goodyear Tire & Rubber Co., that city. Valued at $60,000, the structure will be entirely remodeled at a cost of more than $15,000, with new offices, and a theatre-auditorium seating 500. New technical equipment will be installed. KFOX, recently granted FCC permission to operate on 5,000 watts, in February will start building its new transmitter, site of which has not as yet been announced.

COMPLETE descriptions of races between the *Bluenose* and *Gertrude L. Thebaud*, last of the full-rigged fishing schooners, were broadcast on NBC-Blue and CBC. An NBC crew, consisting of a distinguished yachting authority and Bob Evans, of WBZ, Boston, sailed aboard the *Thebaud*, out of Gloucester. Frank Willis and Ted Briggs, of CBC, were aboard the *Bluenose*, out of Lunenburg, Nova Scotia. The races were held on alternate days off Graves Light, Boston, with three out of five determining the winner of the International Fisherman's Race.

RECORDINGS of WLW and WSAI broadcasts from Cincinnati's celebration of the Northwest Territory sesqui-centennial were presented to Mayor James G. Stewart in a ceremony at City Hall on Oct. 8 by Robert Van Fossen, chairman of the Public Observance Committee. The collection, including posters, handbills and transcriptions, was turned over to the Cincinnati Historical Society to be stored in a sealed vault for 50 years. Instructions for playbacks of the recordings and two dozen needles, imbedded in a block of wax, were included also. The presentation ceremony itself was transcribed and placed with the other recordings.

CAMPBELL ARNOUX manager of WTAR, Norfolk, has announced that with the coming of the fall season the station will revert to its winter operating schedule of 18½ hours weekdays, an increase of one hour daily over the summer schedule. The extra hour has been added from 12 to 1 a. m. to provide late network originations that reach Tidewater listeners an hour earlier due to Standard Time operation.

IN conjunction with National Retail Demonstration week, Sept. 19-24, WDWS, Champaign, Ill., induced local merchants to test available sustaining features on a one-time basis. The merchants cooperated, and 48 fifteen-minute available programs were subject to the test. As a result, WDWS reports that 50% of this time has been contracted for regular schedules.

SAN FRANCISCO advertising executives have been invited to address the KSFO audience this fall in connection with the fifth series of "Short Talks on Advertising". These are prepared by the Bureau of Research and Education, of the AFA.

COOPERATING with Vigo County Agricultural Agent O. C. Redenbacher, WBOW, Terre Haute has started a series of weekly half-hours shortwaved from Vigo County farms. Actual descriptions of farm progress and development are handled by Mr. Redenbacher and Horace Capps, WBOW program director. 4-H Club leaders also assist in the broadcasts.

CKY, Winnipeg, and CKX, Brandon, have started daily five-minute talks *Between Ourselves* by D. R. P. Coats, public relations chief of the stations, outlining the highlights of the coming day's programs.

WOL
WASHINGTON, D. C.
1,000 Watts
DAY & NIGHT
Affiliated With the Mutual Broadcasting System
1230 KC.

Freedom of Radio In War Stressed

Roundtable Group in Favor of The American System

PARTICIPATING in a roundtable discussion, carried by CBS on its *People's Platform* Oct. 2, Neville Miller, NAB president, declared radio was a prime factor in bringing about peace-mindedness during the recent European crisis, and pointed out the importance of radio freedom in times of stress. Mr. Miller was a guest of Lyman Bryson, chairman of the CBS adult education board, at the forum, along with Curtis Mitchell, editor of *Radio Guide*; Mrs. Allen Freidlich, sister of George S. Kaufman and a housewife interested in radio programs as a listener, and Bob Trout, CBS commentator.

"One of the most significant things in the week (of the Czech crisis) was the timing of events, which would not have been possible without radio," commented Mr. Miller as the group spoke of the way radio was used in swiftly transmitting news and official communiques. "Radio was really putting into effect what was the basis of the League of Nations—getting people around the table to talk things over. The speed with which we could get all the people around the table was a big factor in bringing about a peaceful settlement."

Commenting on the observation of Mr. Mitchell that German and Czech radio listeners, during the crisis, drew no benefits from uncensored accounts like those furnished American listeners, Mr. Miller declared:

"I hope in that case (of war) that radio freedom would remain with us. This freedom is just as important as the other civil liberties—speech, press, religion, and assembly—and probably the only reason it was not included in the bill of rights was because it was not dreamed of at the time." The Government could take over radio during war times, it was conceded, but the group declared that it should be "turned back to the people" as soon as the crisis passed.

CALL LETTERS of CRCS, Chicoutimi, Que., have been changed to CBJ starting Oct. 16, according to the Canadian Broadcasting Corp. CRCY, Toronto, noncommercial CBC station, is not expected to change its call at present.

WPTF JOINS ARMY MANEUVERS

Station Will Be Big Factor in the Largest Air Concentration in U.S. History

TO PROVE the effectiveness of radio broadcasting in assisting the Army in providing adequate defense of cities and towns from enemy aircraft, WPTF, Raleigh, N. C., is cooperating in the Army maneuvers being planned at Fort Bragg, N. C., starting Oct. 10.

Working with Army officials, WPTF's production department is marshalling all of its special events equipment and staff for a week of activity, in which the audience will be given instructions and details regarding the greatest peacetime maneuvers of anti-aircraft equipment the country has seen.

From the North Carolina coast all the way to Fort Bragg, some 60 miles from Raleigh, the Army has set up observers to report to a Central Coordination Board, the progress of an attacking "enemy fleet". By instructing civilians in keeping the defending air corps informed during these maneuvers, a better understanding of what wartime conditions will necessitate will result, and WPTF's part in this unusual undertaking will be to broadcast reports sent in by the observers, so that a true knowledge of the progress of the "attacking" enemy planes will be known by the Army and radio listeners too. WPTF, in order to accurately report the activities of each day's maneuvers will have its Production Manager Wesley Wallace, who arranged for the broadcasts with the Army, and Henry Hulick, technical supervisor, on hand for the entire week of Oct. 10-15, from 4 a. m. to 11:30 p. m.

Blackout Planned

The Army is relying on the facilities of WPTF to spread the news reported by observers, of the exact place "enemy" planes are sighted, the time and speed of the "attacking" fleet and other pertinent facts concerning the plan. WPTF was selected for this job because it is located in the exact area covered by the maneuvers and the Army will rely on the broadcasts of the station to govern the movements of the "defending" air force.

An almost complete "blackout" will be effected Oct. 13, beginning at 6 p. m. All persons throughout the area who have been designated by the air corps as observers will receive instructions through WPTF and have been asked to keep tuned to the station for instructions during the progress of the exercises.

The complete plans of the Army make this proposed maneuver and exercise program the largest concentration of air corps and anti-aircraft equipment and men ever held in the United States, and will utilize the first and largest citizen-warning net ever devised. The men behind of and in charge of these exercises which are extraordinary in their magnitude, are Brigadier General William Bryden, Commanding Officer at Fort Bragg. Supervisor of the exercises; Brigadier General Fulton Q. C. Gardner, in charge of anti-aircraft, and Defense Commander; Lieutenant Colonel William P. Kepner, Commander of Defense air forces; Major Stacy Knopf, Publicity and Press Officer at Fort Bragg, and Major Calvin H. Burkhead, Post Communications Officer, also of Fort Bragg.

WORLD'S GREATEST TOBACCO MARKET!

Planter Pete says:

"Brown & Crawley Oil Co. received 2342 cards and letters on their program in ten days. That's WGTM response!"

WGTM
WILSON, N. C.

REPS: Bryant, Griffith and Brunson, Inc.

TO THE BANK IN FARGO CHOLMONDELEY!

Not for our health do us hayseeds farm this rich Red River Valley! We farm it for big money—and as a result, we buy 32.9% of all automotive products, 30.3% of all food products—ONE-THIRD of the total retail purchases—in the combined states of North Dakota, South Dakota and Minnesota [minus the counties containing Minneapolis and St. Paul].

. . . And WDAY delivers the entire radio audience of the Valley in one batch! May we send the PROOF?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

WBNS
COLUMBUS

ALL YOU NEED IN CENTRAL OHIO!

John Blair & Co. Representatives

1000 WATTS NIGHT
5000
WATTS DAY

DYNAMITE IN CHICAGO!

Get the impartial survey that blasts all prejudices on Chicago radio! Write for it—read with an eye to fall business! The sensational truth about a market you *can't touch* without

WGES - WCBD - WSBC

"TEX" OWENS

signed for 10TH season with same sponsor!*

Recently heard on two coast-to-coast networks in one day..featured by Horace Heidt as Middle West's most popular radio entertainer, and by The Texas Rangers, ranked as one of 10 most popular sustainers on CBS.

* KMBC Tested Programs offer network calibre entertainment at local program cost. There is one that fits your needs. When may we audition?

KMBC
OF KANSAS CITY
The Program Building and Testing Station
FREE & PETERS, Inc. Nat'l Reps.

Revolt Breaks Out in FCC

(Continued from page 13)

tions were expressly made subject to Civil Service provisions.

"We want to say further that the wholesale exemption of positions like these seems to be entirely contrary to the spirit of Presidential order and not in keeping with the President's policies on Civil Service matters. In any event, this subject has not been up for discussion before the Commission and we have not had an opportunity of examining it before the letter was sent."

Affects 75 Jobs

The six groups of FCC employes affected by the recommendations in the letter transmitted by Chairman McNinch to the Civil Service Commission were listed as the chief examiner, all trial examiners, all staff attorneys, the confidential clerks (women secretaries) of the Commissioners, the secretary of the heads of the various FCC departments and the director of press information. The proposal to remove these groups of FCC employes from the competitive classified Civil Service involves approximately 60 positions.

The letter from Chairman McNinch which stated the FCC's recommendations in accordance with the executive order of President Roosevelt, issued last June 24 to cover the extension of Civil Service privileges to many thousands of employees in New Deal agencies, was dated Sept. 23 and was transmitted to the Civil Service Commission on the following day. The Sept. 24 transmittal was the final day of the period allowed in the President's executive order for the submission of recommendations by all the government departments and agencies.

Opposition to Chairman McNinch's letter flared up immediately after its contents had been disclosed a week after its transmittal. At the time it was sent the recommendations had only been scrutinized by four Commisisoners, the Chairman, Commissioners Sykes, Brown and Walker, because on the day the recommendations were circulated the three other Commissioners were away from their offices. In circulating the letter to the three Commissioners who were on hand, Chairman McNinch pointed out that he had hoped to bring up the matter at a Commission meeting for discussion but had been unable to do it because of his hospital plans.

The letter did not reach the three other Commissioners until Sept. 30, and this was a major criticism against the move of the Chairman when the subject was brought up for a heated discussion at a Commission meeting Oct. 4. Commissioners Payne and Craven immediately voiced objection to the recommendations, centering their opposition upon the fact that the proposal had not been given full and mature consideration by the entire Commission and that the removal of the FCC employes from the classified Civil Service was directly contrary to the program of the President to expand Civil Service privileges among government employes. The two Commissioners, too, emphasized that the proposal went counter to the views of Congress as expressed in the Communications Act to have all employes of the FCC under Civil Service, except the positions of an executive character.

Attorney General's Ruling

Supporters of the McNinch recommendations, however, cited that there was ample precedent for the proposal to place attorneys and examiners in a noncompetitive Civil Service status. It was pointed out that Attorney General Cummings in an opinion regarding attorneys for the Maritime Commission, which has a section of its law on the Civil Service requirements, identical to the Communications Act, had ruled they could be selected through the noncompetitive process. The Attorney General held attorneys were policy-making, which posts were deemed by the President to be exempted from the classified competitive Civil service. It was also noted that approximately half of the present FCC lawyers and examiners were blanketed into Civil Service by executive order.

Another governmental position in support of the recommendations in connection with the attorneys and examiners was the report of a committee of the heads of the legal division of more than 30 Government departments and agencies, made public Oct. 7, in which the position was recorded for exclusion of attorneys from the competitive Civil Service. The 12-page report by the governmental legal heads recommended to the Civil Service Commission that a continuation of the present system of noncompetitive selection be approved as the method of written examination was of little value in selecting high-calibre attorneys. The report also cited that the Present Civil Service examination system did not contain enough flexibility to permit the selection of lawyers by agencies which required specialized experience, like expert attorneys in valuation, utility regulation and other "specialist" fields.

The viewpoint of the Government legal heads is not binding upon the Civil Service Commission, but the report asked that a committee of these government lawyers be given opportunity to cooperate with that Commission in working out satisfactory methods of selection.

At his press conference Oct. 13, Mr. McNinch said that the published stories that 70 attorneys and others were to be "purged" were grossly inaccurate. He emphasized that the move was not directed against any present staff personnel, and that there was nothing to justify such deductions either in his letter or in the executive order. It would apply solely to future employes, he asserted. In the future, the FCC would be in a position to take employes either off the Civil Service register or from the outside, should the revised classifications he proposed be approved by the President when he promulgates the new regulations next Feb. 1.

Mr. McNinch brought out that the newspaper reports stated Commissioner Payne had made public a copy of his (McNinch's) letter as well as that signed by Payne and Craven. This matter had been cleared up with the Civil Service Commission, the FCC Chairman pointing out that Chairman Mitchell had gotten the wrong impression from a commissioner. Mr. McNinch estimated that at the outside, there would be 53 positions which would be removed from civil Service to non-competitive classifications under his proposal.

Dioxogen on MBS

OAKLAND CHEMICAL Co., New York (Dioxogen Face Cream), on Oct. 10 began a daytime serial entitled *Two on a Shoestring* on WOR and the MBS stations WGN WAAB WCAE and WFIL, Fri., 2-2:15 p. m. The plot concerns the adventures of two ambitious youngsters, Sally and Irene, as they leave their midwestern homes and seek fame and fortune in Manhattan. Kleppner & Co., New York, is agency.

H. R. CARSON, general manager of All-Canada Radio Facilities Ltd., station representative, program building and sales organization, is spending a week in New York on business, making his headquarters in the offices of Weed & Co., which represents the All-Canada stations in the United States.

H. LEACY LANEY, formerly of McGraw-Hill Publishing Co. and *Cosmopolitan*, has joined the New York office of John Blair & Company.

THE EARS HAVE IT!

Thousands upon thousands of ears perk up when WAIR tells a sales story. Here's a station that has both the listeners and the listeners' confidence.

WAIR

Winston-Salem, North Carolina
National Representatives
Sears & Ayer

Standard Super Sound Effects
COMPLETE STOCK CARRIED FOR IMMEDIATE DELIVERY at:
★NEW YORK
R.K.O. BUILDING Room 2414
★CHICAGO
180 N. MICHIGAN AVENUE
★HOLLYWOOD
6404 HOLLYWOOD BLVD.
Standard Radio

Big Retail Stores May Buy Concert

Philharmonic Audition Piped To Nationwide Listeners

PLANS to broadcast the 1938-39 series of Sunday afternoon concerts of the New York Philharmonic Orchestra under the combined sponsorship of the nation's leading retail stores are now being worked out by CBS, which for eight years has carried the concerts on a sustaining basis.

An audition was piped Oct. 11 to 108 CBS affiliate stations, each of which had assembled in its studios a group of merchandisers from its communities and within two hours some 70 stores had telegraphed CBS that they would be willing to underwrite the scheme in their cities.

While CBS officials are refusing to make any comment on the subject, it is understood that already more than the minimum number of sponsors necessary for putting the plan into effect has been signed, and it was expected that full announcement would be made in a few days.

Brief Commercials

The plan is to present the concerts as usual for about two hours each Sunday with Deems Taylor interpreting the music but with the addition of a commentator, as yet unnamed, who each week will present some aspect on the story of modern distribution, explaining the place of the retail store in the merchandising picture and the store's part in bringing to the public the best and most modern merchandise. Commercials will be limited to bare announcements of the stores participating in sponsoring the broadcast, these credits to be cut in locally in each city at the opening and close of the broadcast. In most cities it is said that a number of stores will participate in the plan with the cost to any individual store not to exceed $200 per broadcast. It is reported that already eight stores in New York City have given CBS assurance they will take part.

Total cost for the series of 30 broadcasts is said to approximate $1,000,000 or $30,000 a week, which may be roughly broken down into $20,000 for station time and $10,000 for the broadcasting rights. For the sustaining broadcast, CBS is said to have been paying the Philharmonic $1,000 a week. Plan of using radio in this spectacular way to bring goodwill for the nation's retailers was first broached by CBS to the National Retail Dry Goods Assn., which, while in no sense sponsoring the scheme as an organization, has nevertheless cooperated in presenting the idea to its membership.

P. K. Wrigley Revealed As Largest Stockholder In Both WJJD and WIND

PHILIP K. WRIGLEY, president of the Wm. Wrigley Jr. Co., chewing gum manufacturers, becomes the largest though not controlling stockholder in WJJD, Chicago, and WIND, Gary, Ind., stations operated by Ralph L. Atlass, under a proposed reorganization of the license holding company proposed to the FCC in an application made public Oct. 13.

Already a major stockholder in Public Service Broadcasting Co. Inc., Chicago, holding company of the two licensee firms, Mr. Wrigley and other stockholders would take over the licensees under their own names. No financial transactions are involved in the proposed changes.

In the case of WJJD, 13,397 shares of common stock would be distributed as follows: Mr. Wrigley, 5,472; H. Leslie Atlass, Chicago vice-president of CBS, 2,736; Ralph L. Atlass, 2,736; Pauline S. Atlass, 1,335; Ralph Louis Atlass, a minor, 627; Herbert P. Sherman, 441. In the case of WIND, 765 shares of common stock would be distributed as follows: Mr. Wrigley, 314; H. Leslie Atlass, 157; Ralph L. Atlass, 157; Pauline S. Atlass, 76; Ralph Louis Atlass, 36; Mr. Sherman, 25.

Extra Sponsor Mention On Nets Arouses IRNA

A NEGOTIATING committee of Independent Radio Network Affiliates is conferring with network officials on complaints from stations over the growing practice among sponsors of inserting announcements for extraneous products during network programs. Stations take the position that advertisers are taking an unfair advantage of them.

Little progress has been made toward a solution. The only suggestion thus far advanced is that networks impose sharp limitations on the time available for commercials on programs, but this is conceded to offer little encouragement.

Samuel R. Rosenbaum, of WFIL, Philadelphia, chairman of the IRNA negotiating committee, declared: "Stations are very disturbed with the growing practice of network advertisers in shoving in network announcements at the beginning and end of their network programs for unrelated products."

BOB INGRAM, announcer of WTOL, Toledo, uncovered a new definition for "Fourth Estate" when he interviewed a young lady during his *Man on the Street Program* recently. Asked to define "Fourth Estate" she answered, "the fourth mortgage on a homestead, of course."

Give them NEWS and of course they'll listen! 457,163 Canadians in CHML's primary area follow world events by listening to CHML's Transradio Newscasts. For details on sponsorship 'phone or wire . . . . . .

HAMILTON **CHML** ONTARIO

Canada's Richest Market

Today's and tomorrow's needs in

Sound Control are met by USG

In the new studios of KSFO, San Francisco—one of America's most modern radio stations—the USG system of sound control protects the programs, permitting high fidelity broadcasting with exact retention of proportionate tonal values.

A SOUND control system "tailored" to your needs of today and tomorrow . . . a flexible system that fits *your* studios and *your* conditions . . . a system containing vital, exclusive features, and unique in its efficient use of materials . . . that is what the United States Gypsum Company offers you.

Outgrowth of long research—checked and re-checked by the tests of wide, practical experience—the USG System of Sound Control gives you the right number of sound absorption units at various frequencies in each studio . . . includes the highly effective, patented full floating wall and ceiling construction that eliminates both objectionable extraneous noise and sound travel from studio to studio.

USG offers competent consultation service—a service always available for your use. Information concerning this service, and concerning the wealth of practical information which it places at your disposal—is yours for the asking. Write us for it.

United States Gypsum Company

300 WEST ADAMS ST. CHICAGO, ILLINOIS

Sales Offices at:
Atlanta, Ga. • Baltimore, Md. • Birmingham, Ala. • Boston, Mass. • Buffalo, N. Y. • Cincinnati, Ohio • Cleveland, Ohio • Dallas, Tex. • Denver, Colo. • Detroit, Mich. • Houston, Tex. • Indianapolis, Ind. • Kansas City, Mo. • Los Angeles, Cal. • Milwaukee, Wis. • Minneapolis, Minn. • New York, N. Y. • Omaha, Neb. • Philadelphia, Pa. • Pittsburgh, Pa. • Portland, Ore. • St. Louis, Mo. • San Francisco, Cal. • Washington, D.C.

Radio Discussed By Agency Group

RADIO as an advertising medium claimed its full share of attention at the annual convention of the National Advertising Agency Network, held Oct. 7-9, at the Wardman Park Hotel, Washington. About 50 agency executives from all over the country attended the radio session presided over by Henry J. Kaufman, head of the Washington agency of that name.

Mr. Abel

Jeffrey A. Abel, radio director of the Kaufman agency, surprised the convention by delivering his address in recorded fashion over a play-back machine. He discussed the subject "How Big Is Radio?"

Sidney Garfinkel, of San Francisco, gave a demonstration, complete with props, of "Selling a Radio Campaign". Also featured on the program were A. O. Ambroz, of Cedar Rapids, Iowa, who spoke on "Picking Your Spot Audience" and Hugo Wagenseil, of Dayton, whose subject was "How to Get Radio Spot Announcement Business". Lee Ringer, of Los Angeles, pinch hit for Norman W. Tolle, of San Diego, Cal., reading his paper on "Copy for Spot Announcements". "How to Plan Radio Programs" was given by Harry G. Hoffman, of Milwaukee.

BROADCASTS on the European crisis by Frederic William Wile, veteran commentator, which were carried over WMAL, Washington, in interview form, have been published in booklet form. Mr. Wile is an editorialist with the *Washington Star*, which owns WMAL, and the interviewing was done by William Coyle, the *Star* radio director.

"HELLO, MR. SCHULENBURG"
(Gardner Adv. Co.)

Did You say MARKET?

Yep, 445,000 people in Idaho. But . . . there ar: 605,000 in PEORIAREA! Concentrated, too, in an area where both rich farms and large industrial plants keep buying power higher than averag:. Remember, you can cover PEORIAREA with just ONE station—WMBD!

Free & Peters, Inc., Nat. Reps.

WMBD PEORIA

MEMBER CBS NETWORK

War Service a Radio High Spot

(*Continued from page 15*)

for the Western Newspaper Union, reaching thousands of rural nondailies; Bond Geddes, executive vice-president of Radio Manufacturers Association; Herbert Bratter, economist.

All during the recent disturbance in Europe, the colorful Mr. Bishop has been sounding out reactions. A historian in his own right, he was formerly advertising manager of the Chesapeake & Ohio Railroad, and before that editor of the *National Republican*. He now freelances in journalism.

After three weeks of roundtable off-record discussion, Mr. Bishop concluded that radio had advanced 10 years in as many days as a result of its service during about as many days.

Washington reaction to the part of radio in the crisis, without exception, was laudatory. The President's comments at his press conference Sept. 30, of course, were most significant. He complimented both radio and the press for keeping their feet on the ground during the period of tension. He observed that the amazing speed with which the crisis came to a head could be attributed largely to radio, and this condition applied not only to the theatre of the crisis but the world over, because radio kept all peoples informed and the actors in the epochal drama got reactions and got them fast.

History in the Making

As networks outdid themselves with transoceanic broadcasts by the score from the key European centers, with commentaries and interpretations whenever warranted, and with radio on 24-hour operation virtually throughout the crisis, official Washington relied almost entirely upon radio for "spot news". Members of the cabinet, collectively and individually, kept abreast of developments by radio, as did the White House. History was being made every hour, and radio was in the thick of it.

The fact that broadcasters threw all their resources into the war coverage, without regard to expense or scheduled commercials, won the plaudits of everyone.

But while radio spent many thousands in cancelled network and station time, for extended operation, for increased staff, and for transoceanic relays, it actually aided newspapers and press associations in curtailing normal expenditures during a siege of this nature. In the first place, the necessity for publishing extras, always an out-of-pocket expense to newspapers, was almost entirely obviated. And the credit given to radio for hastening the action all around meant almost incalculable savings in cable tolls, "white space" and overtime operations.

Also significant was the fact that press associations and newspapers alike were in a position to "copy" from the air, first hand, the full texts of such memorable addresses as those of Chamberlain, Hitler, Benes, Pope Pius, and others who figured so prominently in the swiftly moving events. In that way they not only saved the expense of tremendous cable tolls, but also expedited their handling of the swiftly moving events.

In Washington, where there is a greater concentration of journalist talent than in any other center in the world, columnists, analysts, commentators and working reporters all used radio as their key information sources. When Hitler and Chamberlain talked, some 100 or more newspapermen sat in the Press Club lounge, taking notes for their interpretative stories.

Praise From Studebaker

Dr. John W. Studebaker, U. S. Commissioner of Education, lauded radio for its job. He advocated to educators that they bring the world crisis into the classroom.

"Certainly," he said, "if radio broadcasters can interrupt profit-making schedules to substitute numerous non-commercial news releases portraying up-to-the-minute changes in world history, and if newspaper representatives can stand by in the four corners of the earth during every hour of the day and night to supply accounts of personal observation of swift-moving world events, those of us in organized education who have not already done so should be able to adapt our traditional schedules to the most vital influences available for educational uses.

"What is happening today is grist for the mill of the teachers of psychology, sociology, civics and history. There is nothing in the text-books to compare with it."

The vital statistics of coverage of the crisis, reported elsewhere in this issue, tell the amazing story of the part radio played in this latest siege of international conflict. There were claims and counter-claims of "scoops" and "beats" by the major networks, tending to show the rivalry that existed. But to the public and to the nation at large, radio as a whole simply was credited with the most remarkable feat of news coverage in history. There was glory for a number of individuals, like H. V. Kaltenborn and his masterful analyses of the situation for CBS and Max Jordan's 46-minute "beat" in transmitting the full text of the Munich agreement over NBC.

In the main, however, this great feat of speedy and comprehensive news reporting elevated the prestige of broadcasting as an industry as has no other single event or series of happenings since its advent 18 years ago.

Fulton Lewis, Washington newspaperman and commentator for MBS, in a broadcast over the network Sept. 29, called radio's role the dawn of a new era in international relations. Credit, he said, was not due to any one man, but to radio. He suggested that radio should be a candidate for the Nobel Peace Prize of 1938 for its performance.

There were numerous newspaper editorials commending radio—again a departure of significance. Columnists like Ray Clapper and Heyward Broun devoted articles to it. The *Chicago Journal of Commerce* Sept. 29 observed that the world "can chalk up one overwhelming credit to radio" for the part it had played up to that time. And it aptly concluded:

"It's a bright chapter in history, but let it be said while the people everywhere are rejoicing at the good offices radio has furnished on this occasion that the incident more than ever reveals that the radio ought not to be controlled by any political party. Unless it is as free as the air itself to the venting of opposing views and impartially shared by political adversaries, it can be used to conceal truth and augment misunderstandings. There is a job still to be done in this respect in our own country".

A Peace Weapon

A NEW type of diplomacy was born during the recent European crisis, with radio making possible a peace conference before war instead of after it, according to Dr. Mackenzie Stevens, chairman of the Department of Economics and Business Administration, Maryland U., in an address on WBAL, Baltimore. "Every national leader may now speak directly to the people, without going through intermediaries that may warp or twist what is said," Dr. Stevens said.

FTC Complaints

THE Federal Trade Commission has charged Clairol Inc., New York, with making allegedly false claims for its hair dyeing preparations. National Biscuit Co. is named in a complaint for alleged sale of its foods in violation of law through a system of discounts.

WBAL
means business
in Baltimore

REACH
1,500,000
PEOPLE DAILY
IN THE
NATON'S FASTEST
GROWING MARKET

KWKH 10,000 WATTS CBS
KTBS 1,000 WATTS NBC
SHREVEPORT, LA.
Represented by THE BRANHAM CO.

Equipment

KFJZ, Fort Worth, key station for Texas State Network, on Oct. 7 started broadcasting with its new transmitter, an RCA 250-watt layout, with a new 264-foot, self-supported Truscon vertical radiator. Eddie Starnes, KFJZ chief engineer, reports that the new equipment will increase KFJZ's signal strength 25%.

WMCA, New York, has purchased an RCA 100-F 100 watt ultra-high frequency transmitter. WILL, Urbana, Ill., has purchased an RCA 5-D 5 kw. transmitter.

WDEL, Wilmington, Del., was scheduled to begin operating Oct. 15 from its new plant 1½ miles east of Wilmington, using a composite transmitter with a 235-foot Blaw-Knox radiator. Installation was supervised by J. E. Mathiot, chief engineer of the Mason-Dixon Group.

WSOC, Charlotte, N. C., plans to completely remodel its speech input system, using RCA equipment throughout. Construction of the new system will begin Oct. 15, and, with gradual replacement and addition of units to allow the station to remain on the air, should be completed by Nov. 15.

RCA MFG. Co., Camden, has sold a 250-G 250 watt transmitter for the new KRBM to be located in Bozeman, Mont. and operated by R. B. MacNab Jr. and E. B. Craney.

CORNELL-DUBILIER ELECTRIC Corp., South Plainfield, N. J., has announced the new TQ series of transmitting capacitors, available in ratings from 1 mfd. 600 to 2 mfd. 2,000 V.D.C.

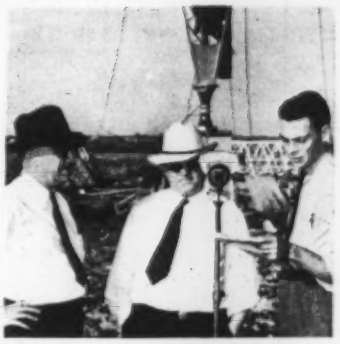
KTUL, Tulsa, with power increased to 5,000 watts, will have the first new style WE 405-A-1 5 kw. equipment to be shipped from the factory, according to D. W. Kinsinger, of Western Electric Co.

VICTOR J. ANDREW, Chicago, recently announced a new remote indicating antenna current meter to eliminate use of thermocouple meters during routine operation. The remote ammeter setup uses a current transformer with electrostatic shield, vacuum tube rectifier, and d.c. indicating instruments.

CJRM, Regina, opened its new transmitter plant early in October. The new building is seven miles east of Regina and is equipped with living quarters for two engineers. A new 404-ft. vertical radiator has been installed and equipped as an airway beacon.

RADIO ENGINEERING & MFG. Co., Jersey City, has released a loose leaf catalog describing and illustrating REMCO portable radio equipment and special products.

WDBJ, Roanoke, Va., has completed an auxiliary transmitter, for which the FCC granted a license Sept. 19, to operate in connection with the new RCA 5 kw equipment.



THE TEXAS prairies near Grapevine, between Dallas and Fort Worth, was the scene of a special broadcast over WFAA Sept. 26, when the beginning of construction of the new WFAA-WBAP 653-foot Truscon vertical radiator was commemorated. Martin B. Campbell (left), general manager, WFAA; Harold V. Hough (center), general manager, WBAP, and Hal Thompson, WFAA announcer, told listeners what the new tower will mean to them when completed. Tentative plans are for the new radiator to go into service about Nov. 1.

EARS HOW AT WHO
Second Radio Corn Festival Planned by Station

SECOND annual Radio Corn Festival, sponsored by WHO, Des Moines, and the DeKalb Agricultural Assn., of DeKalb, Ill., will be held as a special *Corn Belt Farm Hour* feature Oct. 15, according to Herb Plambeck, WHO farm news editor.

Prizes amounting to more than $120 will be awarded during the broadcast and entries will be displayed and judged in the downtown studios of WHO. Classes include the longest ear, best single ear and most unusual ear, grown from any variety of open pollinated or hybrid seed. A special class from three ears of hybrid corn grown from DeKalb seed is a new feature of the show this year.

WFLA, Tampa, whose application to operate a mobile unit recently was approved by the FCC, is expecting delivery on the unit within a few weeks. WFLA has also finished installing complete new WE line and studio amplifier equipment.

New Site for KDKA

PLANS for removal of the transmitter of KDKA from Saxonburg, Pa., 23 miles from Pittsburgh, to a new location within ten miles of the heart of the city, have been announced by Westinghouse, station licensee. The purpose is to intensify the signal strength of the 50 kw. station to several times its present power. The announcement was made by Sherman Gregory, KDKA general manager, who declared Walter C. Evans, manager of the radio division of Westinghouse, had authorized experimental studies of several proposed sites and filing of an application with the FCC for permission to move the plant.

NBC Adds in Florida

WLAK, Lakeland, Fla., on Sept. 25 became a member of the NBC network as a bonus outlet at no charge available to advertisers buying facilities of WFLA and WSUN, Tampa, Fla. The station is owned by the Lake Region Broadcasting Co., operating on 1310 kc. with 100 watts unlimited time. NBC clients who have already added the station include: S. C. Johnson Co., *Fibber McGee & Molly*; General Foods, *Maxwell House Showboat* and *Jell-O* programs; Firestone Tire & Rubber Mfg. Co., *Voice of Firestone*; American Tobacco Co., *Kay Kyser's Klass*; Standard Brands, *Chase & Sanborn, One Man's Family, Royal Hour*; Bayer Aspirin, *American Album of Familiar Music*; Procter & Gamble's *Guiding Light, Mary Marlin* and *Pepper Young's Family*; Grove Laboratories, *Fred Waring*.

Radio Outline Map

for the broadcast advertising world

¶ 31" x 21½"

¶ Shows all U. S. and Canadian stations

¶ Shows number of stations per city

¶ Outlines and names each county, state, province

¶ Lists each station by state, city, call letters, frequency, power

¶ Shows time zones

¶ Printed on white ledger paper permitting use of ink

¶ Mailed flat

PRICES:

Single copies, 35c

10 or more, 25c each

10% discount on 50 or more

BROADCASTING
Broadcast Advertising

National Press Bldg.
Washington, D. C.

Homemakers Count

WOW PROMOTES OMAHA FOOD SHOW

This year, for the first time, Omaha grocers streamlined their annual food show . . . turned over exclusive promotion to Radio Station WOW. The result? Homemakers smashed all attendance records . . . more than 3,000 attending the afternoon cooking school shown above. Again radio—WOW—produced results!

★ ★ ★ ★ ★

WOW

OMAHA, NEBR.
590 KC. 5,000 Watts
John J. Gillin, Jr., Mgr.
John Blair Co., Representatives
Owned and Operated by the Woodmen of the World Life Insurance Society

ON THE N. B. C. RED NETWORK

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

Exclusively!

A leading gasoline distributor in Connecticut uses WDRC exclusively. Not only does this company sell its products direct to consumers—but has built up a substantial dealer organization within a wide radius of Hartford.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

News

is your best bet

TRANSRADIO

FASCIST CHARGES MADE AT HEARING

FOUR New York area radio stations, WBNX, WBIL, WOV, New York, and WHOM, Jersey City, were alleged to be "openly pro-Fascist" by Girolamo Valenti, testifying before the Dies Committee Investigating Unamerican Activities Oct. 4. Mr. Valenti was formerly editor of the defunct *Stampa Libera*, New York anti-Fascist newspaper, and editor of the new *Il Popolo*, an "Italian-American progressive daily" scheduled to appear this month.

"Propaganda is being carried on by agents of the Italian Fascist government through numerous publications, radio stations, schools, and churches, as well as through the theater," Mr. Valenti declared after describing the activities of Fascist organizations in this country. Naming seven Italian language dailies, "all Fascist publications and under direct guidance from Rome", and referring to "more than 100" periodicals that are "openly pro-Fascist", he continued:

"The radio stations which mostly identify themselves with the organizations which disseminate Fascist propaganda are WBNX, WBIL, WOV, WHOM, all operating in and in the vicinity of New York City."

Mr. Valenti produced a transcription of certain programs alleged to have been broadcast on these stations. "I have taken these records while the Fascist propaganda was going on," he explained to Rep. Dies (D-Tex.), chairman of the Committee. "I wish we had a phonograph here. They would give you a good time. They never play the *Star Spangled Banner*, but they always play the Fascist hymn, *Liorinezpa*. They praise the Fascist government and speak against and attack the government we have here."

The European crisis, like the Dies Committee inquiry, Miss Hyla Kiczales, general manager of WOV and WBIL, said, Oct. 10, has emphasized the responsibility of broadcasters in exercising greatest care. With foreign language stations, she said, the situation is all the more difficult and the responsibility greater, because of natural nationalistic feeling on the part of audience and commentator.

"Years ago," Miss Kiczales said, "WOV, pioneer in educational and cultural programs for the benefit of Italo-Americans, and also leader in the Americanization movement among foreign populations here, realized and fully appreciated the need for rigid supervision over all material broadcast over its facilities. It accordingly has maintained a trained staff to eliminate political bias from its programs. While, naturally, alertness was the watchword in broadcasting in the recent European crisis, no change in our policy was, or is, necessary."

Chain-Monopoly Hearing Postponed

(Continued from page 17)

ing radio broadcasting facilities to such unions"; that certain stations "have attempted to prevent such unions from broadcasting by account of industrial disputes", and that the result of these practices "has been to discriminate against labor unions in the use of radio broadcasting facilities".

AFM, in an appearance filed by the law firm of Ansell, Ansell & Marshall, Washington, said it would question the desirability of "unregulated use for commercial purposes" of machine-made music. It said it would give testimony which, among other things, would include a history of technological changes in the amusement industry in respect to broadcasting and their effect upon the employment opportunities of the American musician, such as broadcasting per se, phonograph recordings, and the possibilities of television. There would be recited, too, the grievances of the musician against unregulated use of mechanical rendition of music, "pirating" of music through the making and broadcasting of records without the knowledge of the musicians playing; "dubbing", or the making and broadcasting of new records from old ones, and the use of recordings for strike-breaking purposes.

Employment Problems

Under another heading it said it would present the history of negotiations of AFM with the radio and recording interests dealing with "monopolistic practices disclosed in the labor policy of recorders and broadcasters," and the effect of these practices upon AFM. Moreover it said it would make suggestions to further study by the committee on the effect of employing more musicians upon the competitive structure in broadcasting; the British and Canadian broadcast structure and their policy toward the musician and the mechanical rendition of music; the extent to which those who control radio and the communications field in general stand in the way of technological advance in order to protect their investments, and a reexamination of the fundamentals of a public policy with respect to radio broadcasting. It concluded with the question: "Should the interests of the advertiser and profits to radio stations be the sole or even principal considerations?"

Mr. Evans, in the appearance for the educational group, said he would produce testimony in which he would make no charges of monopoly but point out that monopoly cannot exist "without the tolerance of the FCC." He said he would point out existence of a "no man's land" in which the basis of government regulation is not clear and indicate how in the absence of clarifying regulations, companies are free to set for themselves standards of operation which may not conform to public interest.

Among other things, he stated that "discrimination" has been applied with the FCC, and that this has tended to favor and strengthen certain groups among broadcasters and to weaken others, particularly those operating educational stations. He said he would advocate a sounder basis of regulation and standards to be considered in passing upon new licenses or renewals.

The appearance filed on behalf of IRNA by George W. Norton Jr., its special counsel, and owner of WAVE, Louisville, stated simply that it would offer evidence in which it proposed to show "the public interest, convenience and necessity, as affected by and related to network broadcasting by stations affiliated with the networks."

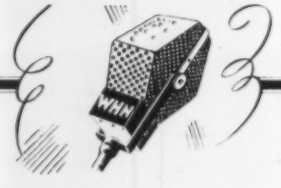
WBS filed an independent appearance through its president, Percy L. Deutsch, in which it stated it would present testimony along the lines requested by the FCC in its notice. This included the relationship between the industry and WBS; the quality of its recordings and transcriptions both from a technical and program standpoint; the nature and extent of the use of recordings produced and distributed by it; past and present relations with and the extent to which, through stock ownership, contract or otherwise, it controls or is controlled by stations, networks, advertisers and radio advertising organizations, and all other subjects connected with these matters or which might be calculated to be of assistance to the Commission in the hearing.

Disc Firms to Appear

The appearance for the Radio Transcription Producers Assn. of Hollywood Inc., was filed by Ben S. Fisher, Washington attorney. Similar detailed information would be presented, the appearance recited. The companies in the group are American Record Co. Inc., of California; Radio Transcription Co. of America; C. P. McGregor; Standard Radio; R. U. McIntosh & Associates; Recordings Inc.; Raymond R. Morgan Co.; Associated Cinema Studios; Walter Biddick Co.; Radio Recorders Inc.; Allied Phonograph & Record Mfg. Co., and Mertens & Price Inc.

The CBS appearance was filed by John J. Burns, as CBS special counsel. He is the former general counsel of the Securities & Exchange Commission, and some time ago was designated as its chief counsel for the hearing. Co-counsel is Duke M. Patrick, former Radio Commission general counsel. The four-paragraph appearance stated merely that it would offer evidence of the nature required by the hearing notice listing the 20 items, and on related matters, and that it would also offer such evidence as may be necessary in rebuttal of any evidence produced at the hearings which may be adverse to CBS interest.

In its appearance NBC stated that since receipt of the FCC's notice it had been proceeding diligently to prepare the evidence nec-



WE'RE SINGING ITS PRAISES

...and so is the audience of 300 that laughs with Welcome Lewis at her SINGING BEE every Wednesday night from 8:00 to 8:30 . . . here's a show that has everything: music, comedy, quizzes, prizes. More than that, it has the showmanship of Welcome Lewis. Some smart advertiser will want this program. Write WHN today.

WHN
DIAL 1010

WKZO
KALAMAZOO
GRAND RAPIDS
BATTLE CREEK
590 On the dial
1000 Watts
Michigan's No. 1 Test Market
Representative: HOWARD H. WILSON CO.
CHICAGO · NEW YORK · KANSAS CITY

ASSOCIATED RECORDED PROGRAM SERVICE
Quality Programs for Commercial and Sustaining Uses.
25 West 45th Street
New York City

essary to comply with it but that it was unable, in view of the scope of the inquiry, the amount of preparation required and the fact that the appearance was due Oct. 5, to set forth in detail a complete statement of the evidence to be offered. Though it had not been specifically requested to do so, it said that in addition to the matters set forth in the notice it proposed to submit evidence as to NBC activities in the field of electrically transcribed programs.

NBC stated also that it assumed that under the procedure, the FCC will afford an opportunity for introduction of evidence upon subjects "not included within the scope of the original notice if such evidence is relevant, material or necessary to the proper development of any of the subjects" and that it assumed also it would be given opportunity to present rebuttal evidence. The appearance was signed by Philip J. Hennessey Jr., as NBC counsel, with A. L. Ashby, Henry Ladner, John J. Hurley, Manton Davis, and Frank W. Wozencraft, the latter two head counsel of RCA, as associate counsel.

Mutual's Appearance

In the MBS appearance Louis G. Caldwell, and Frank D. Scott, its attorneys, outlined the type of testimony that would be offered in response to each of the 20 items listed for networks in the FCC's notice (see BROADCASTING, Oct. 1 for text).

The appearance stated MBS does not own or operate any stations or studios but is a cooperative organization, and that no stations have been licensed to MBS. The network, it was added, does not have any contracts with affiliated stations such as NBC and CBS "restricting in any way the freedom of the affiliate station with respect to acceptance or rejection of Mutual programs or its independence in putting on any other program whether network or otherwise that it may choose to broadcast". The basis of payment to affiliate stations by MBS, it was asserted, "is such as to provide greater compensation to affiliate stations than is provided by NBC and CBS to regular network affiliates, excluding exceptional arrangements which are said to exist."

Explaining MBS' station relations, Messrs. Caldwell and Scott said the basis for charge by the network is the station's published national rate and compensation to the station is based on the published national rate. Compensation to member stations is based on published card rate after deduction of quantity discounts and agency commission, less contributions to line charges, operating expenses and a 3½% sales commission to MBS. WGN and WOR contribute equally to the total basic line expense and total operating expense of the network. Don Lee contributes proportionately on these costs on the leg west of Chicago. The contribution to operating expenses is fixed by agreement between Mutual and such member stations as contribute. With respect to other affiliates, the compensation is the published card rates, less agency commission and discounts, less contribution to line charges, and less 15% sales commission to MBS.

The final item, relating to duplication of coverage, was covered with the assertion that so far as known to MBS, there is no duplication of primary service by any two stations on the network, if due regard is given to interference standards. As to secondary service, it was stated there is no duplication other than that which is unavoidable when any two or more clear channel stations carry the same program. That which exists was declared to be a minimum and "much less than that pertaining with reference to any other national network."

Texas State Network, through Attorney William A. Porter, Kingsville, Trendle, through attorneys Alfons B. Landa and Robert Mapes, Virginia Broadcasting System, through Attorney Ben S. Fisher, Don Lee through Attorney Horace L. Lohnes, and California Radio System, all filed simple appearances in conformity with the FCC notice. For Westinghouse E. & M. Co. and Westinghouse Radio Stations Inc., Attorneys Lohnes, George S. Law and the firm of Cravath, de Gersdorff, Swaine & Wood, stated that evidence would be offered bearing on its ownership of stations, contractual relationships with respect to these stations and any other issues which might develop.

Lutheran Cleric Warns Of Censorship Dangers

WARNING against "control of radio broadcasting by the government" as a possible danger to the radio work of the church was sounded by the United Lutheran Church in America as it closed its biennial convention in Baltimore Oct. 12. The warning came in connection with the report of the Lutheran laymen's radio committee, and bears out the recently published report of the Federal Council of Churches of Christ in America (see page 22).

"There are dangers inherent in Government control of radio, or shall we say control by politicians, which many people do not realize," commented S. Frederick Telleen, New York, treasurer of the committee. "As it is now, we have made and are making a contribution to the religious life of the country without any dictation whatsoever, a contribution, under the present system, which would be impossible if we had any sort of government control over radio."

Norman Baker Enters

On Oct. 7—after the time had expired for appearances—Norman T. Baker, former Muscatine, Ia., station owner whose station was deleted, asked to be heard in a letter in which he made sensational charges. Now the operator of the "border station" XENT, at Nuevo Laredo, Mex., his U. S. station was thrown off the air in 1930 by the former Radio Commission because of alleged use as a "private mouthpiece" and advertising of his so-called cancer hospital.

Among other things, he stated in his letter, he would testify regarding chain broadcasting discrimination against his former KTNT; that the American Medical Assn. and others conspired against him; that individual radio commissioners discriminated against him; that radio inspectors had "perjured" themselves, in his case, and that the authorities have attempted to thwart his operation of XENT. The fact that the appearance was received after the FCC deadline may result in it being ruled out.

Quaker Net Service

INAUGURATION of special sustaining service for the Quaker Network, comprising 16 stations in Pennsylvania and one in Maryland, for the duration of the current Pennsylvania political campaign extending until elections Nov. 8, was announced Oct. 11 by Roger W. Clipp, WFIL general manager and coordinator of the chain. Eight programs, representing ten hours of sustaining time weekly, will comprise the initial block of the new series which began Oct. 10.

Sears on the Coast

SEARS, ROEBUCK & Co., Los Angeles (retail departments), a frequent user of Southern California spot radio, for the first time in several years is going in for a regular schedule and on Oct. 17 starts for 52 weeks a six-weekly half-hour variety program on KHJ, that city. Option on other Don Lee network Pacific Coast stations may be exercised after the first 13 weeks. Mayers Co., Los Angeles, has the account.

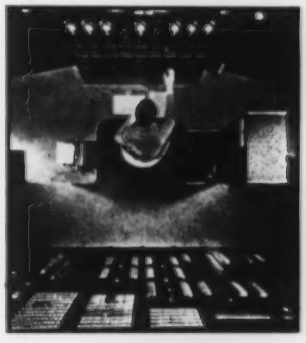
MacFadden Back

MACFADDEN PUBLICATIONS, New York (*True Story*), on Oct. 11 welcomed back *Mary & Bob* after a five-year absence to the serial program for *True Story* on NBC-Blue, Tuesday, 9 p. m. They are presenting true life stories submitted by persons who have unusual and thrilling experiences. Agency in charge is Arthur Kudner, New York.

KSFOCUS

Spontaneous combustion: Here's candid camera evidence that studio audiences really "get hot" during the hilarities of a KSFO variety production. And the sponsor's success indicates that KSFO time and ... if you need it ... production, can build a fire under your sales, too.

Silly, but we like it: This ladder's-eye view of the master control panel in the swanky new KSFO studios may be all out of proportion, but it's just a gag. Yeah, a gag to remind you that many a KSFO advertiser has found results equally and happily out of proportion with money expended. KSFO does deliver more ears to the dollar.



Streamlined Camels: Contrarily, the bigger the sales hump, the faster a product goes to town. Nowadays, KSFO's Bob Garred, with his "Streamlined Headlines" news broadcasts, is streamlining sales of Camel Cigarettes throughout Northern California. The arrow below points with pride.

KSFO

"THE AUDIENCE STATION"
SAN FRANCISCO

KSFO...Palace Hotel...San Francisco
560 KC...5000W day...1000W night
PHILIP G. LASKY, General Manager
National Representative:
FREE & PETERS, Incorporated
COLUMBIA BROADCASTING SYSTEM

KQW SAN JOSE CALIFORNIA

RESULTS COUNT!

Local business increase nine months 1938

20% above same period 1937

Put Your Spot Campaign On This Progressing Station

Full Mutual Don Lee Network Schedule

Representatives
John Blair & Company

In Baltimore, it's
WFBR
ON THE NBC RED NETWORK
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

"Televote" on Programs

PRE-TESTING of radio programs is the purpose of the newly developed "televote" system, developed by Miller, Franklin & Co., New York, engineers, an apparatus which permits audiences to vote anonymously by pressing accessible buttons while watching or listening to a program. Several transcribed programs have already been tested by audiences at the Chautauqua Fair and at the Trenton State Fair in New Jersey, while plans for use of the system at the New York World's Fair are being considered. The Miller, Franklin system has proved its value in these tests by tabulation of preferences, likes or dislikes of programs or different phases of programs.

KATE

250 WATTS
1420 KC

World-Beaters!

Sure, Minnesota has good football teams.
Modestly, they're world beaters.
And Minnesota has good radio stations, too.
For example, KATE.
We abstain from calling KATE a world beater . . . but ask anyone who uses it.

ALBERT LEA BROADCASTING COMPANY
E. L. Hayek, Pres.
Albert Lea, Minn.

Studios in
Albert Lea and Austin
MINNESOTA

RADIO AND EDUCATION

WLW, Mutual's Cincinnati affiliate, for the tenth consecutive season, has prepared *Nation's School of the Air*, an educational series heard on the MBS network, Mondays thru Fridays, 10-10:30 a. m. The programs, which began on Oct. 10, are carried on the MBS-Don Lee network for the first time, and in view of the fact that these programs will reach most of the western stations at a very early hour in the morning, permission has been granted by WLW for stations to transcribe these programs and present them later the same day as convenient. Begun in 1929 by WLW as the *Ohio School of the Air*, the programs, bracketed for grades from 1-12, inclusive, have been developed for class room use by schools all over the country with discussions of subjects of national interest. *Nation's School of the Air* is under the supervision of Joseph Ries, educational director of WLW.

DR. JAMES ROWLAND ANGELL, NBC educational counsellor, on Oct. 11 spoke on radio in education at a joint meeting of the Good Fellowship Club and the Women's Club of the New York Life Insurance Co., at the Waldorf-Astoria Hotel, New York. On Nov. 10 Dr. Angell will address the Southern Conference on Audio-Visual Education, in Atlanta, on a similar topic.

UNIVERSITY of Chicago *Round Table* program will celebrate its fifth anniversary as a network educational feature of NBC in new quarters. The UBC, which produces the *Round Table* program announced that a new studio will be opened in Mitchell Tower on the campus of the University of Chicago in mid-October. Constructed at a cost of $5000, $10,000 worth of equipment already in use will be transferred to the new studio and additional Western Electric and RCA equipment will be added. On Oct. 15, 1933, the *Round Table* became a network feature of NBC Red after 2½ years on WMAQ locally.

IOWA school superintendents will be kept informed on the educational broadcasts carried by KSO-KRNT, Des Moines, following the suggestion by Dr. J. W. Studebaker, U. S. Commissioner of Education and former Des Moines schools superintendent. Dr. Studebaker in a recent radio talk suggested that the schools of the nation take radio talk by the current history makers directly into the classrooms.

TWICE-WEEKLY until Oct. 17, and daily thereafter, KSD, St. Louis, is carrying a series of fifteen minute talks on topics of current interest prepared by the faculty of St. Louis' Washington University.

STANDARD OIL Co. of California, San Francisco, on Oct. 4 started sponsorship of *Standard School Broadcast* for the 11th consecutive year, switching from 6 NBC-Pacific Red network stations, and extending coverage to 12 NBC-Pacific Blue network stations. Weekly program, which originates in San Francisco, after its Oct. 4 broadcast, will continue to be heard Thursday, 11-11:45 a. m. (PST). Broadcast is received weekly by 3,500 radio equipped Pacific Coast schools, has a listening audience of more than 375,000 students and ties in with the *Standard Symphony Hour*, heard Thursday, 8:15-9:15 p. m. (PST), on NBC-Pacific Red.

WITH the addition of two dramatic programs, prepared under auspices of the Los Angeles City Board of Education, KECA, that city, will expand its educational activities, effective Oct. 17, according to Jose Rodriguez, station educational director. The programs, to be heard Monday and Wednesday at 1 p. m. in all schoolrooms throughout the city, will be written by Edward Lynn, Hollywood writer-producer. Monday programs will be built around the American Indian and are especially designed for elementary grade students. The Wednesday broadcasts will deal with California history and are directed to upper grade students. Each broadcast is to be followed by Pat Bishop's school newscast, also heard in class rooms under Board of Education supervision. Completing the early afternoon KECA education broadcasts is the recorded Classic Hour program, used by school music departments in their curricula.

THE American Medical Association and NBC will start the fourth series of *Your Health* broadcasts on the Blue network Oct. 19, 2 p. m. The programs are dramatized.

SOME 147 Kentucky public schools, serving 45,934 pupils, have radios, according to a questionnaire survey recently completed by Elmer G. Sulzer, publicity director of the University of Kentucky. Of the 275 school district superintendents in the state who were questioned, 91 filled out and returned the questionnaire. Of the 147 sets reported, 49 are in junior and senior high schools, 80 in elementary schools, and 18 in combined schools. According to replies, new sets are contemplated in 17 additional schools during the coming year.

LEON LEVINE, CBS director of the series *The Farmer Takes the Mike*, which was heard this summer, Sun., 2:30-3 p. m., has been named assistant on education to Sterling Fisher, director of CBS Talks and Education department. Miss Helen Sioussat continues as Assistant on Talks.

FORMERLY on KFI, Los Angeles, *Parents on Trial*, adult educational feature for several months, on Oct. 12 switched to KECA, that city, and is being released to 10 NBC-Pacific Blue, Wednesday, 9:30-10 p. m. (PST). Series is approved by California Congress of Parents & Teachers and other educational and civic organizations of the state. It is written by John Boylan, KFI-KECA continuity writer, who recently sold serial screen rights to Columbia Picture Corp.

STUDENTS of the Shenandoah, Ia., high school were called into general assembly several times during the recent European crisis to listen to special commentaries on foreign affairs carried by KMA.

NEW Syracuse studios are the point of origin for a daily five-minute university news review over WSYR, Syracuse. Student commentators, working under Prof. Kenneth G. Bartlett, director of the Syracuse University Radio Workshop, write and announce the shows.

IN 1988 the mayor of Cincinnati will open a sealed vault, take out recordings of special broadcasts in 1938, and play them on the city's 200th anniversary. Joseph Ries (right), WLW-WSAI educational director, presented the recordings to Mayor James Garfield Stewart Oct. 7 during the Northwest Territory sesquicentennial.

CHICAGO Board of Education Radio Council on Oct. 3 started its official series of daily broadcasts, *School Time*, whose aim is to coordinate the educational activities of all Chicago grade-school children. The programs are heard each school-day on WJJD, Chicago, at 1:30 p. m. Printed literature has been prepared by the Council for distribution to students before the broadcasts, and teachers have been instructed to conduct discussions of the programs' subject matter. More than 65% of the schools are now equipped with radios.

WWJ, Detroit, is collaborating with the University of Detroit this fall in a course on the fundamentals of radio broadcasting, covering all phases of radio and giving students practical experience. Walter Hoffman, WWJ chief engineer, will conduct the class in the mechanics of broadcasting; Harry Bannister, sales manager, radio advertising; Ty Tyson, sports announcing; Myron Golden, script writing; Ole Foerch, music and Bill Mishler and Bob Stanton, announcing.

TEXAS STATE NETWORK started a series of Parent & Teachers Assn. programs Oct. 11 from WRR, Dallas, which will be carried Tuesdays, 2-2:15 p. m. through the fall and winter, under the direction of Mrs. J. C. Vanderwoude, Dallas, state radio chairman for P.T.A.

2 out of 3

IN METROPOLITAN NEW YORK
ARE FOREIGN RESIDENTS . . .
MORE PEOPLE THAN RESIDE IN
CHICAGO AND PHILADELPHIA

Served Intimately By
WBNX NEW YORK
1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO

Represented by
FREE & PETERS

KFKU, University of Kansas station at Lawrence, opened its fourteenth consecutive season Sept. 26 and announced that its *School of the Air* would be continued and expanded by adding two new courses on journalism and literature, along with the language lessons, debates and discussions which have been regular features.

UNIVERSITY of Chicago Round Table, oldest educational feature on the air, lost one-third of its stations when it moved to evening time, but its popularity rating was higher this summer than last. The program has now returned to its morning spot on NBC-Red, and the stations west of Omaha will carry it again.

FRENCH LESSONS are offered to radio audiences on a new weekly quarter-hour program, conducted by Dr. Thatcher Clark, former language professor at Harvard and Columbia University, who first broadcast language lessons in 1928. The program is heard Saturdays, 2:45-3 p. m. on WINS, New York.

EXTRA-CURRICULAR activities at Philadelphia and suburban high schools are recounted by Bud Sparks on *High School Reporter* twice-weekly on WIP, Philadelphia. Beside narrating new development, Announcer Sparks on each program interviews some extra-curricular leader from one of the local schools.

THE *Educational Hour*, featuring Texas schools and colleges, is the contribution to educational progress in Texas and the Southwest by WBAP, Fort Worth. Every Saturday morning from 8:45 until 10:15 two Fort Worth Schools and two Texas colleges are presented in variety programs. Fifteen minutes are allotted each high school and 30 minutes each college. Students write, produce and participate in the programs. When possible, important historical dates furnish the central theme around which the presentations are built.

TWICE-WEEKLY *Creighton University School of the Air* has returned to WOW, Omaha, under direction of Prof. Edwin Puls.

GOVERNOR Lloyd C. Stark of Missouri is scheduled to open a new educational series, *Know Your Government*, on WIL, St. Louis, which will explain the purpose, composition and activity of federal, state and local governments.

Educators to Meet

SECOND SOUTHERN conference on Audio-Visual Education will open in Atlanta Nov. 10, featuring Dr. James Rowland Angell, NBC educational director, who will talk on the place of radio in education. Other speakers at the three-day convention include Neville Miller, president of the NAB; John W. Studebaker, U. S. Commissioner of Education, and Margaret Harrison, author of "Education in the Classrooms".

JOHN V. L. HOGAN, founder and president of WQXR, New York, on Oct. 11 started his third season of weekly talks to listeners, entitled *Building a Better Radio Service*.

KFRU

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU Covers the Heart of Missouri

SCHOOL SAFETY
Program of WQAM Is Heard by 30,000 Students

CLIMAXING its summer safety campaign, WQAM, Miami, on Sept. 23 conducted a mass installation of 400 members of the Miami School Safety Patrols in a broadcast arranged in cooperation with the Miami Police Department and the AAA.

Some 30,000 students, assembled in 30 schools, heard the program through loudspeakers in the school auditoriums and saw members of their individual patrols receive badges as Capt. S. W. Lemmon, of the Police Department, in charge of school safety, made the presentation to a patrol in the WQAM studios and another officer at each school followed suit. The pledge of duty was given by C. W. Bigelow, AAA secretary, and repeated by patrol members in each school.

'Great Plays of History'

THE SECOND series of *Great Plays of History* will be presented weekly by NBC starting Oct. 16, Twenty-eight plays in all, starting with Euripides' "The Trojan Women" (Edith Hamilton translation), and concluding with Maxwell Anderson's "Elizabeth the Queen", will be produced on NBC-Blue, Sundays, 1-2 p. m. Burns Mantle, dramatic critic for the *New York Daily News* and editor-compiler of "Best Plays", will comment on the historical, sociological or literary importance of the plays. Blevins Davis, NBC program department, has supervised all arrangements for the series with the cooperation of Lewis Titterton, manager of NBC's script division, and William Rainey, head of the network's production department. The broadcast series, presented as an educational feature, will be accompanied by a manual for teachers outlining the play and its period and listing supplementary reading matter for students.

WITH WHEF, Kosciusko, Miss., surrendering its license to operate with 100-250 watts on 1500 kc. [BROADCASTING, Oct. 1], the same facilities are requested in an FCC application for a new station in Tupelo, Miss., by Julius H. Dixon, a local printer. An application has also been filed for a new local on 1370 kc. in Columbus, Miss., by Birney Imes, publisher of the *Commercial Dispatch* there.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT!

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship

WATL ATLANTA

Manual on Broadcasting For Use of Educators Published by the NAB

RADIO EDUCATION manual, *How to Use Radio*, written by Prof. Kenneth L. Bartlett, of Syracuse University, has been published by the NAB. The volume, available in quantities to NAB members at cost, carries forewords by NAB President Neville Miller and J. W. Studebaker, U. S. Commissioner of Education and chairman of the Federal Radio Education Committee.

The manual, designed particularly for teachers and radio chairmen of local educational groups, outlines practical suggestions on the technique of radio education. Prof. Bartlett discusses organization of the "planning committee"; preparation of scripts and forms of educational programs, including drama, "conversations", musicals, and talks. The entire manual is written from the point of view of the layman and gives concise tips on the use of radio as an educational medium.

Services of the Educational Radio Script Exchange, organized under auspices of the Federal Radio Education Committee and operating through the Office of Education, are recommended as supplementary material. These services include general information on radio activity, production aids, and scripts.

TOM FIZDALE Inc., Chicago, of which Al Williamson is manager, on Oct. 10 moved to new offices on the 10th floor at 360 N. Michigan, doubling its space.

In Sales Results

WTCN's sure, straight aim is at an audience with money to spend the year round. It's always good hunting with

WTCN

"IN THE TWIN CITIES"

5,000 Watts ● NBC Blue

FULL TIME

Owned, Operated and Publicized by

MINNEAPOLIS TRIBUNE, ST. PAUL DISPATCH-PIONEER PRESS

Free and Peters, Inc. National Representatives

OUR HATS OFF

— TO —

C. B. S.

— AND —

H. V. Kaltenborn

for brilliant service to WWVA's thousands of loyal listeners during a world crisis.

AND THIS —

a Grand Tribute to the free-thinking and honest system of

American Broadcasting

National Representatives

JOHN BLAIR & CO.

NEW YORK . . . CHICAGO

DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS

WWVA

McNinch, Back, Starts FCC Shakeup

(*Continued from page 13*)

a so-called "purge". He said he had no plans whatever regarding recommendations to the President for changes of commissioners, and he emphasized that there were no "personalities" apparent at the FCC meetings. There were "split votes" and incidents even more controversial, he said, but nothing in the nature of heated clashes.

"Further plans" in connection with staff changes were admitted by the chairman, and he said some of them would not be very long in the making—possibly a week or ten days. It is presumed he alluded to certain top positions. He denied he had a "purge list". The number of changes were quite indefinite, but probably not large, he added. Those who have civil service status and who may be removed, he said, will probably be cited on "charges".

Regarding the Civil Service Commission letter to which Commissioners Payne and Craven excepted, Mr. McNinch emphasized repeatedly that the move was not directed against present staff members but only lawyers and others who might be retained after Feb. 1, when the new Civil Service rules become effective by Presidential proclamation. Reports that 70 staff members would be released are "grossly inaccurate", he asserted.

Mr. McNinch admitted there was "opportunity for considerable improvement in the efficiency of the Commission staff". He said when he first came to the FCC a year ago, there was much criticism of the law department. Unquestionably, he declared, the efficiency of the staff is being impaired by personnel problems.

Dempsey's Background

The new general counsel has been on the FCC staff for just a year. Mr. Dempsey relinquished his post as assistant general counsel of the Federal Power Commission to join Mr. McNinch at the FCC as special counsel.

Despite his youth, he has had some six years experience as a Government attorney and is highly regarded in Federal legal circles. He was appointed special counsel for the so-called chain-monopoly investigation July 6 by unanimous vote of five members of the Commission who were present at that meeting. Since that time, he has been devoting his energies to preparation for the hearings.

Mr. Dempsey has not been prominently identified with FCC legal affairs by virtue of his assignment to the chairman's office and his delegation exclusively to the chain-monopoly hearings. He handled considerable power litigation as assistant general counsel of the Power Commission, also under Mr. McNinch, who was its chairman, and as special counsel for Public Works Administrator Harold L. Ickes.

The son of Rep. John J. Dempsey (D-N.M.), the new general counsel was born in Brooklyn, N. Y., but is a legal resident of Santa Fe. He joined the Federal Power Commission in 1937 as assistant general counsel. Last July he resigned as special counsel on PWA cases then in litigation to devote his full time to the FCC work.

Mr. Dempsey attended grammar school in New York and during his high school years resided in Oklahoma when his father was an independent oil operator. He was graduated from Georgetown University, Washington, in 1927. While attending Georgetown Law School at night, he taught mathematics and physics at the University during the day. Receiving his law degree in 1931, he was admitted to the District of Columbia Bar the preceding year, having passed his examination while attending school. He was admitted to the New York Bar in 1931 and joined the legal staff of BMT Corp., subway company, handling utilities litigation and trial work.

In 1933 Mr. Dempsey joined PWA and was associated with Jerome Frank, special counsel handling power litigation and now a member of the Securities & Exchange Commission. He is married and resides in Washington with his wife and three children.

AT KLZ, Denver, they are claiming that the station now boasts the loftiest radio advertisement in the United States. On vacation, Newsman Gene Martin and a friend stopped at the summit of Loveland Pass — altitude 11,992 feet—where they spotted a snowbank and erected a huge KLZ with giant boulders. The call letters, imbedded in a "year around" glacial formation, are visible 20 miles.

WHBF, in Rock Island, Gets Regional Facility

REGIONAL status for WHBF, Rock Island, Ill., has been awarded by the FCC in a decision effective Oct. 7. Barring protests within a 20-day period following the effective date, the new assignment will be automatically sanctioned. WHBF now operates on 1210 kc. with 100 watts night and 250 day, unlimited time. It was granted a change in frequency to 1240 kc. with power of 1,000 watts unlimited time, using a directional antenna during night hours. The decision was by a 3 to 1 vote of the Commission, with Commissioners Sykes, Brown and Walker voting for and Craven dissenting. The other members did not participate.

While the Commission majority held that granting of the application would serve a greatly increased population, and that an urgent public need was shown for the improved facilities, Commissioner Craven held that in his opinion the evidence did not indicate a paramount need for the operation of the station on the new facility. He contended that necessary improvement to the service of WHBF could be accomplished by proper application of sound engineering utilizing its present facilities.

Federal Court Enjoins KQV in Baseball Case

IN A CONSENT decree handed down Oct. 4 by Federal Judge F. P. Schoonmaker in U. S. District Court for the Western District of Pennsylvania, KQV, Pittsburgh, was permanently enjoined from resuming play-by-play broadcasts of the Pittsburgh Pirates, National League baseball team. Previously, a suit for $100,000 damages had been brought jointly by Pittsburgh Athletic Co., General Mills, Socony-Vacuum Oil Co. and NBC, for alleged "unauthorized" broadcasts of Pirates games, both at home and away [BROADCASTING, July 15, Aug. 1 and 15].

The permanent injunction followed a temporary one issued Aug. 8 by Judge Schoonmaker. KQV is permanently enjoined from broadcasting accounts of Pirates games, either at home or away; using or interfering with property of the Pittsburgh Athletic Co.; interfering with the exclusive broadcast rights of General Mills and Socony-Vacuum Oil Co.; interfering with the performance of contracts between the athletic company and the sponsors; appropriating, rebroadcasting, or using the play-by-play accounts carried on KDKA, Pittsburgh, and asserting that it has the right to broadcast these reports. The decree also stipulated that the plaintiffs would recover no damages from KQV, but that they would recover their costs.

Only after the present baseball season was well under way did Pittsburgh Athletic Co. allow broadcasts of home games, from Forbes Field. Before this General Mills and Socony-Vacuum were jointly sponsoring the Pirates games played away from Pittsburgh.

AFA Talks Resumed

ADVERTISING Federation of America is presenting its fifth series of 15 *Short Talks On Advertising*, by Alfred T. Falk, AFA director of Research and Education, over 262 stations throughout the 48 States, with only one station in each city represented. The broadcasts are made individually from each station by prominent local citizens and business leaders, assigned by local advertising clubs. The talks aim toward a more complete understanding between producers and consumers and toward a better appreciation of the social and economic values of advertising.

LEHIGH
VERTICAL
RADIATORS

If you plan a new antenna be sure to investigate the records of satisfactory performance LEHIGH RADIATORS have given stations thruout the world.

Our experience can ease your problems.

Illustrated is the 437 ft. Shunt-fed Lehigh antenna recently furnished station KTFI, Twin Falls, Idaho.

LEHIGH STRUCTURAL STEEL CO.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

NORTHWEST'S LEADING RADIO STATION
KSTP
25,000 WATTS
OFFERS
LIFELIKE RECEPTION
NEW TRANSMITTER
INCREASED COVERAGE
BASIC RED NETWORK
MINNEAPOLIS SAINT PAUL

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

McNinch Explains Press Ownership

Not Opposed Unless Monopoly In Community Is Involved

RECURRING reports that he favored divorcement of newspapers from ownership of broadcasting stations along with suppression of news commentators, were unqualifiedly denied Oct. 13 by FCC Chairman Frank R. McNinch.

Asked about these controversial issues at his press conference, Mr. McNinch said he had never opposed ownership of stations by newspapers *because* they were newspapers, but that he opposed the concentration of ownership of the only newspaper and the only station in a community in the same hands. Branding this a "clear, indisputable case of monopoly", he said three or four such cases have been passed on by the FCC and they were the only instances in which he had cast unfavorable votes.

Asked regarding reports he had started steps that might be taken toward "controlling remarks of commentators" on the air, such as Boake Carter and William Cameron, of Ford Motor Co., Mr. McNinch said "that is not so". He said he had never suggested that any commentator be put off the air or controlled.

The only control the Commission has over programs is that of formulation of rules and regulations for chain broadcasting, which he said the FCC proposed to do following the forthcoming chain-monopoly inquiry. The other degree of control is "after the fact" in connection with renewal of licenses of broadcast stations. He said that as far as he knew the Commission had never during his experience exercised that right by denying a station a renewal of license because of programs.

UNITED PRESS since Aug. 13 has contracted the following stations to carry its news, according to Al Harrison, radio sales manager of UP: WGAN, Portland, Me.; KFBI, Abilene, Kansas; WDAN, Danville, Ill.; WRJN, Racine, Wis.; WTAQ-WHBY, Green Bay, Wis.; KLBM, La Grande, Ore.; KGFW, Kearney, Neb.; KSAM, Huntsville, Tex.; WIBC, Indianapolis; WKBH, La Crosse, Wis.; and 23 stations of the Texas State Network.

NBC Announces New Blue Discounts Reducing Cost for Larger Hookups

NBC on Oct. 13 announced a new schedule of Blue network discounts, the first step in an intensive Blue sales campaign. Drastic reductions in the over-all cost of Blue facilities to advertisers using complete groups in addition to basic stations are effected.

According to A. E. Nelson, Blue network sales manager, the new discounts are effective Nov. 1 and will be given prior to the application of dollar volume discounts now available to Blue advertisers and will apply when one or more of the so-called Blue supplementary groups are used—Blue Southern, Blue Southwestern, Blue Mountain, Pacific Blue. They must be used in conjunction with the basic network, it was explained.

Four benefits to advertisers were listed by NBC: (1) Advertisers can buy the Blue coast-to-coast at a cost only slightly higher than the basic Blue; (2) flexibility in choosing markets, with sliding scale discounts for groups; (3) addition of groups at little if any added cost; (4) greater portion of sponsor's budget can be devoted to program expenditure.

Discounts apply as follows: For basic Blue plus one complete group whose one-hour evening rate totals $500 or more, 5% discount on entire cost of Blue facilities including any station optional to the basic Blue; for basic Blue plus two complete groups over $1,000, 10% discount; for basic Blue plus three complete groups over $1,500, 15%; for basic Blue plus four groups, 20%.

NBC returns to the original separation of Red and Blue supplementary groups. Four salesmen, one sales promotion man and one publicity writer are assigned to Mr. Nelson for Blue activities. Discounts are exclusive for WLW. The groups affected are: Blue Southern, WMPS WSGN WAGA WDSU WJBO; Blue Southwestern, KTOK KXYZ KGKO; Blue Mountain, KVOD KLO KUTA; Pacific Blue, KTMS KGA KEX KJR KGO KECA KFSD.

Metropolitan Auditions

SHERWIN-WILLIAMS Co., Cleveland (paints), on Oct. 9 began for the third year the *Metropolitan Auditions of the Air* series on the NBC-Blue, Sundays, 5-5:30 p. m. The programs, by means of which the opera management carries on an intensive search for young American talent of outstanding ability, have Edward Johnson as m.c., with Wilfred Pelletier conducting the orchestra. This year on each program, Mr. Johnson raises a much discussed question concerning opera and asks for the opinion of the listeners. Cecil, Warwick & Legler, New York, is the agency in charge.

WFBL

SYRACUSE

For 10 Years Straight REM has used WFBL

exclusively in Syracuse

Says a letter from the makers of REM, concerning the 10th renewal of the Syracuse, N. Y., program—"Our Syracuse radio advertising will be WFBL exclusively again this coming season."

Only outstanding results could produce such an outstanding record. Wire or write for rates and time available.

WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

We are pleased to announce our recent appointment as

National Representatives

of the following Major Market stations:

WIND Chicago, Ill.
(*Located in Gary, Indiana*)

KITE Kansas City, Mo.

WOL Washington, D. C.

WILLIAM G. RAMBEAU CO.

New York Chicago
Detroit San Francisco

New Sperry Show

SPERRY FLOUR Co., San Francisco, subsidiary of General Mills, Inc., recently augmented its five days a week dramatic presentation, by adding another script show titled *Dangerous Road*, Monday through Friday on Pacific NBC-Red. Immediately following is its other script show *Dr. Kate*. Sperry's *Martha Meade*, devoted to home economics, returned Sept. 30. Westco Adv. Agency, San Francisco, handles the account.

Political Campaign

LET'S DO SOMETHING ABOUT IT Inc., nonpartisan, nonprofit organization of Oak Park, Ill., is expected to resume radio very shortly. Plans include discs and live talent talks by Merle Potter, president of the organization. LDSAI was organized several months ago in Oak Park to arouse interest in government affairs. The first broadcast was made last February by Mr. Potter on WENR, Chicago. Use of radio will be confined to Chicago stations for the present but LDSAI expects to be broadcasting soon on a national coverage basis, according to Mr. Potter. Ruthrauff & Ryan, Chicago, is agency.

NAPA Suits Oct. 25

SUIT filed by National Association of Performing Artists in the name of Paul Whiteman against WBO Broadcasting Co., operator of WNEW, and the suit of RCA Mfg. Co. against the same defendant, will be tried concurrently before Judge John C. Knox in the U. S. District Court in New York, with hearing scheduled to start Oct. 25. Both suits ask the court to restrain the defendant from broadcasting phonograph records made by Paul Whiteman.

FEATURE FOODS Inc., Chicago cooperative food sponsor, has shifted its program from WGN to WLS, using a six-weekly half-hour program.

Sponsor, Agency Seeking *Stella Dallas* Decision

TO DETERMINE who owns the radio rights to *Stella Dallas*, suit was filed in the U. S. District Court in New York Oct. 6 by NBC, Chas. H. Phillips Chemical Co. and Blackett-Sample-Hummert against Olive Higgins Prouty, author of *Stella Dallas*, Air Features, Selwyn & Co. and Samuel Goldwyn Inc. Plaintiffs claim that in August 1937 Blackett-Sample-Hummert purchased the radio rights to the title from Air Features and Selwyn and that subsequently the program was put on NBC under the sponsorship of the Phillips Co.

After the broadcasts had begun Mrs. Prouty and Samuel Goldwyn Inc. raised the claim that they held title to the story and that Selwyn and Air Features had sold rights they did not possess. On Sept. 6 Mrs. Prouty, who lives in Brookline, Mass., filed suit against NBC in the U. S. District Court in Boston, asking for an injunction against further broadcasts of the program. In the second suit, the plaintiffs are requesting the court to determine the ownership of the radio rights. No date has been set for hearing either case.

FRANK H. LEE Co., Danbury, Conn. (hats) is sponsoring George Hamilton Combs, commentator, on WHN, New York, three evenings a week. Bermingham, Castleman & Pierce, New York, is the agency.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

ROBERT S. RAINS
Special Consultant
Accounting . . . . Taxes
Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
ROBERT S. RAINS
Former Special Consultant
Federal Communications Commission

They Never Miss...
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

Out West It's
D. MARTIN
Consulting Engineer
Field Surveys
Over all Transmitter and Antenna Testing
7 S. Howard St. Spokane, Wash.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

National Radio Employment Bureau. All departments except talent. Complete information free. Paramount Distributors, Box 864, Denver, Colo.

Schools

WRITING FOR RADIO

WRITERS: are your programs clicking? AGENCY MEN: why not learn how? ANNOUNCERS: prove more valuable! Home Study Course of Collegiate standing. Send for Circular B. Approved School. RADIO INSTITUTE OF AMERICA, 160 W. 73 St., New York City.

Situations Wanted

Small southern network wants personal representatives in all key cities. Box A133, BROADCASTING.

ANNOUNCER. Experienced. Will work anywhere. $22.50 weekly to start. Box A134, BROADCASTING.

All-around Announcer, knows Dramatics and Production lines. Educated, Single, References. Box A138, BROADCASTING.

Engineer, first class radiotelephone license, desires position with progressive station, anywhere. Designed and built equipment. C.R.E.I. trained. Box A132, BROADCASTING.

Young man holding both phone and telegraph tickets will go anywhere to obtain operator's position. Box A131, BROADCASTING.

Employed radio engineer and announcer, first class license, experienced and competent, desires change. Will go anywhere. Box A109, BROADCASTING.

Sportscaster Specializing in All Sport Broadcasting. Single, 26, Ambitious, References, Educated. Box A139, BROADCASTING.

Young man desires position with small station as junior announcer. Fine voice and unusual ability for sport broadcasts. Voice recording. Box A136, BROADCASTING.

Young man, college graduate, knowledge of radio broadcasting, wants start as junior announcer. Recording available. Box A137, BROADCASTING.

Situations Wanted (Cont'd.)

You have Equipment . . . I have training. Let's put them together. Experienced Studio Control Engineer with 3 years electrical transcription backing, desires any type station work. First radiotelephone license, R.C.A. graduate, single. Box A142, BROADCASTING.

Radio Sales Executive

Veteran radio executive with outstanding 10 year record in national spot, transcription and local sales now available to advertising agency, station or group of stations in executive or direct selling capacity. Box A141, BROADCASTING.

Assistant to Division Sales Manager of General Electric Co. wishes to sell time. 27, ambitious, experienced, college graduate. Background of market research, territorial analysis, broadcasting. Box A140, BROADCASTING.

DOES a Chicago radio executive need a secretary with radio experience, creative mind, original ideas which can be built into good shows? Will submit scripts. Nevada 5272. Box A135, BROADCASTING.

ANNOUNCER-PRODUCER, 10 years in radio, 7 consecutive years with major network (now employed) seeks executive position with growing station. Knows entertainment, advertising and radio fields thoroughly. Three years on stage. College graduate, 36, married. Box A121, BROADCASTING.

Wanted to Buy

Wanted original poems, songs, for immediate consideration. Send poems to Columbian Music Publishers Ltd., Dept. T35, Toronto, Can.

SOLE OR CONTROLLING INTEREST. 100-250 Watt Station. Box A143, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75B field strength measuring unit (new); direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Smith and Vance Named To New Posts by RCA

APPOINTMENT of T. A. Smith as manager of television transmitting equipment sales, and of Harold Vance as manager of facsimile and communication equipment sales, was announced Oct. 12 by I. R. Baker, manager of transmitting equipment sales of RCA Mfg. Co., Camden. The appointments became effective with the announcement by RCA that it would immediately begin marketing of visual broadcasting equipment.

Mr. Smith, former manager of the New York office of RCA Transmitter Sales, has been assigned to Camden during the last year as manager of broadcast transmitter sales under Mr. Baker. Mr. Vance, who held a similar post in Chicago, was moved to Camden, in charge of communications equipment sales, including state, police, forestry and other non-regular broadcast transmitter operations. He also devoted his efforts to facsimile development while Mr. Smith concentrated on experimental television development.

WOL Renews With CIO

AMERICAN BROADCASTING Co., owner of WOL, Washington, recently renewed with American Communications Assn., CIO affiliate, a two-year contract covering wages and hours for WOL technicians, effective immediately. WOL's technicians have been organized under the CIO union for the last year.

ARTISTS PRAISE PERFORMANCE OF NEW MICROPHONE

Astatic's New MULTI-UNIT Crystal Microphone, with DUAL DIAPHRAGM construction, gives to radio broadcasting, night clubs and public address systems, an instrument that cannot be acoustically overloaded. Maximum amplification without feedback. Black and chrome. Complete with interchangeable locking connector and 25-ft. cable.

LIST PRICES

MU-2 $29.50 :: MU-4 $39.50

(See your Astatic Jobber or write for literature.)

★★★ ASTATIC ★★★

Microphone Laboratory, Inc.

Youngstown, Ohio

Licensed Under Brush Development Co. Patents

in the CONTROL ROOM

THEODORE H. HAHN, with NBC for almost 11 years, has been appointed senior supervisor of the master control room, replacing J. R. O'Kelly, recently transferred to the Hollywood office of NBC. Theodore T. Clements has been promoted from relief control to junior control supervisor, replacing Mr. Hahn. Studio Engineers Henry E. Kenny and John J. Kulik have been promoted to the master control staff as relief supervisors. Mr. Kenny replaces E. P. Kampf who resigned from NBC to join the E. V. Brinckerhoff recording company. Mr. Kulik was studio engineer for the NBC Symphony Orchestra last winter.

H. C. ALBER, air conditioning expert formerly with The Carrier Corp., New York, has been appointed engineer in charge of the air conditioning plant of NBC's new Hollywood office. Mr. Alber also supervised the installation of air conditioning in Radio City, New York.

ROBERT STUDY, chief engineer of IBC, announces that Charles Burtin, WPEN engineer, has just completed a field intensity survey for WOV, New York, an affiliate of IBC.

ARTHUR C. HOLUB, NBC master control engineer, who underwent a throat operation in September is convalescing at his home.

MARJORIE M. WORTH, secretary to George O. Milne, NBC eastern division engineer, and Joseph W. Pepper Jr., assistant supervisor of the NBC program transmission division in traffic, were married Oct. 15.

CAREY P. SWEENEY of the NBC television transmitter staff at the Empire State Building, New York, became the father of a baby boy, Robert Rees, Sept. 26.

JERRY WEAVER, of WIOD, Miami, recently married Margaret Hellebush of Ludlow, Ky.

L. R. CLEMENTS, transmitter technician of WABC, New York, has exchanged positions with O. Sather of the engineering department of WCCO, Minneapolis.

MEL WILLIAMS has been added to KSAN, San Francisco as announcer-technician, coming from Grand Junction, Colo.

FREDERICK RANDOLPH, new to radio, has joined the new WPIC, Sharon, Pa.

BOB LAWTON has joined the engineering staff of WWL, New Orleans.

CAPITOL Radio Engineering Institute, Washington, is distributing an illustrated 48-page catalogue outlining its radio instruction facilities and curriculum for the school year.

DON MITCHELL, recently of WBBZ, Ponca City, Okla., has joined KRIC, new Beaumont, Tex., local, as chief engineer, replacing James Manship, who left to join the new KOME, Tulsa.

ART MILLS has joined the technical staff of CJGX, Yorkton, Sask.

Sidney H. Pearce

SIDNEY H. PEARCE, 62, member of the telephone and telegraph engineering staff of the FCC, died at his home in Washington Oct. 5 after a brief illness. A native of Providence, he was with the ICC before joining the FCC. He was a veteran of the Spanish-American War and the Philippine insurrection. Surviving are his widow, three daughters and a brother.

Briggs to New York

LLOYD A. BRIGGS, since 1934 European communications manager for RCA Communications Inc., has been appointed assistant to the general manager of RCAC, W. A. Winterbottom, with headquarters in New York. Henry Chadwick, Mr. Briggs' assistant in London, has been promoted to European manager. Mr. Briggs has been with RCA since he left the Navy in 1919. He started as a traffic engineer and in 1927 was in charge of RCA's central frequency bureau. He has attended all international conferences on radio since 1927 as an RCA delegate.

WHN Renews ACA

A TWO-YEAR renewal contract has been signed by WHN, New York, and Broadcast Local 16 of the American Communications Association for WHN engineers. Contract calls for closed shop, 40-hour, five-day week, wage scale running from $40 to $60 with increases of $2 for each six months of service with the station, seven legal holidays, two weeks vacation and sick leave with pay. This is the fourth renewal contract with New York stations ACA has signed this year. The others are with WBNX, WNEW, and WOV-WBIL.

YMCA Video Set

INDIANAPOLIS Y.M.C.A. members have organized an amateur television club which has already successfully built and operated its own video transmitting and receiving apparatus. The equipment was constructed from data and information supplied by Marshall P. Wilder, television engineer of the National Union Radio Corp., Newark.

WPEN Walkout Averted

THREATENED walkout of union musicians employed at WPEN, Philadelphia [BROADCASTING, Oct. 1], was averted at, least temporarily, at a meeting of union officials and WPEN executives on Sept. 29 at which the whole question of the proper quota for the station was entered into. Although the session produced no solution, the atmosphere was said to be much more conciliatory on both sides than at previous meetings and the discussions will continue until a satisfactory solution has been reached.

L. N. F. GRIFFITH, who resigned in 1936 from NBC traffic department, died at his home in Staten Island Sept. 15 after an extended illness. Formerly, he was with the American Telephone & Telegraph Co., New York, before joining NBC.

"The Crystal Specialists Since 1925"

SCIENTIFIC LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Approved by FCC

Two for $75.00 $40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from —

Scientific RADIO SERVICE

124 JACKSON AVENUE

University Park

HYATTSVILLE, MARYLAND

BLILEY ELECTRIC COMPANY

UNION STATION BUILDING ERIE, PA.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 29 TO OCTOBER 13, INCLUSIVE

Decisions . . .

SEPTEMBER 29

WNBX, Springfield, Vt. — Applic. 1260 kc 1 kw unl. directional, previously granted, dismissed from docket and granted pursuant to order of 3-17-36.

WHBF, Rock Island, Ill. — CP change 1210 kc 100-250 w unl. to 1240 kc 1 kw unl. directional granted, Craven dissenting.

MISCELLANEOUS—Authority take depositions granted KOBH, Cascade Bcstg. Co., Everett, Wash., and KGGF; KFSD, San Diego, denied continuance hearing applic. KSEI.

OCTOBER 1

Winfield A. Shuster granted petition to accept answer in WHAI applic.

OCTOBER 4

MISCELLANEOUS—NEW, Coastal Bcstg. Co., Brunswick, Ga., granted continuance hearing to 12-5-38; KLUF, Galveston, granted license for CP move trans., increase power etc.; WLAK, Lakeland, Fla., granted license for CP increase power etc.; KINY, Juneau, Alaska, granted license for CP change freq., increase power, etc.; KBND, Bend, Ore., granted mod. CP trans., studio sites etc.; WSMK, Dayton, granted mod. CP move trans. etc.; KDYL, Salt Lake City, granted license for CP increase power; KPQ, Wenatchee, Wash., granted CP new equip.; WGRC, New Albany, Ind., denied motion without prejudice file petition for consolidation asking applic. WAVE be set for hearing 10-24-38; WGRC, New Albany, same; WCHV, Charlottesville, Va., granted mod. license unl.; WEED, Rocky Mount, N. C., same except Simul.-WCHV; reconsidered action 9-27-38 setting renewal applic. WTCN for hearing pending further study.

SET FOR HEARING—WJAR, Providence, CP increase power etc.; WSAI, Cincinnati, CP increase power etc.; WJEJ, Hagerstown, Md., CP increase D to 250 w.

OCTOBER 5

KWOS, Jefferson City, Mo.—Granted CP increase 100 w D to 100-250 w unl.

Midnight Sun Bcstg. Co., Fairbanks, Alaska—on protest of Edwin A. Kraft, motion to strike and opposition thereto, ordered that protest be denied and motion to strike granted, and opposition overruled.

MISCELLANEOUS—KRMC, Jamestown, N. D.—Granted withdrawal without prejudice applic. CP 900 kc 500 w-1 kw unl.; WBOW, Terre Haute, Ind., granted auth. intervene applic. Olney Bcstg. Co.

NEW, Platt & Platt, Poughkeepsie, N. Y.—Denied CP 1000 kc 1 kw ltd.

OCTOBER 7

KROC, Rochester, Minn., granted auth. take depositions; WBBZ, Ponca City, Okla., same.

OCTOBER 8

MISCELLANEOUS — NEW, Drohlich Bros., Sedalia, Mo., granted auth. take depositions; WOLS, Florence, S. C., same.

OCTOBER 11

MISCELLANEOUS — NEW, Wm. H. Bates Jr.; Thos. R. McTammany, and McTammany & Bates, Modesto, Cal., granted postponement hearing on applics., also KTHB renewal; WRR, Dallas, granted continuance KAND hearing, but denied joint hearing; WJRD, Tuscaloosa, Ala., denied continuance hearing, but Commission on own motion postponed hearing until WJRD hearing; KFVS, Cape Girardeau, Mo., granted petition intervene applic. Orville W. Lyerla, Herrin, Ill.; NEW, Martin Anderson, Orlando, Fla., granted pet. intervene applic. John T. Alsop Jr.; NEW, Civic Bcstg. Corp., Syracuse, denied request for order to produce documents from WSYR, WFBL.

OCTOBER 12

SET FOR HEARING—WCBS, Springfield, Ill., CP change freq., etc.; NEW, Miami Bcstg. Co., Miami, Fla., CP 1420 kc 250 w unl.; NEW, John F. Arrington Jr., Valdosta, Ga., CP 1230 kc 250 w unl.; WHDF, Calumet, Mich., mod. license to unl.; WTEL, Philadelphia, mod. license re hours.

MISCELLANEOUS—WMMN, Fairmont, W. Va., granted pet. reconsider & grant applic. renewal; NBC, granted relay licenses; NEW, Leonard A. Versluis, Grand Rapids, denied rehearing; KQW, San Jose, Cal., denied postponement until after Havana Agreement and granted extension time file applic. CP.

NEW, Bernard Goldsmith, Metuchen, N. J., granted auth. withdraw without prejudice applic. CP; WOC, Davenport, same; KPLT, Paris, Tex., same for applic. transfer control; NEW, Cuyahoga Valley Bcstg. Co., Cleveland, and J. Samuel Brody, Sumter, S. C., granted request take depositions; KDLR, Devils Lake, N. D., granted license for CP increase D to 250 w; WSTP, Salisbury, N. C., granted mod. CP new station; WKAT, Miami Beach, granted license for CP; KOCY, Oklahoma City, same.

OCTOBER 11

WPAX, Thomasville, Ga.—Granted increase hours to unl., 100-250 w. NEW, Colonial Bcstg. Co., Morristown, N. J.—Denied CP 620 kc 1 kw unl.

Examiners' Reports . . .

WCBA, WSAN, Allentown — Examiner Bramhall recommended (I-726) that applicants withdraw applications be granted without prejudice.

WJBL, Decatur, Ill.—Examiner Seward recommended (I-727) that applic. transfer control to Decatur Newspapers Inc. be denied.

WEST, Easton, Pa.; WKBO, Harrisburg, Pa.—Examiner Arnold recommended (I-728) that applics. change Simul.-D, Sh.-N to unl. be granted.

WJIM, Lansing, Mich.—Examiner Dalberg recommended (I-713) that applic. vol. assign. license to WJIM Inc. be granted.

Applications . . .

SEPTEMBER 30

WBNX, New York—CP new trans., antenna, increase to 5 kw.

WTHT, Hartford—CP new trans., antenna, increase D to 250 w.

WHMZ, Anniston, Ala.—Mod. CP re equip., antenna, studio trans.

WMBR, Jacksonville, Fla.—CP new trans., change 1370 kc 100-250 w unl. to 1120 kc 1 kw unl., amended re studio, trans., antenna, change power to 500 w 1 kw D.

WLAC, Nashville — CP new trans., change antenna, increase 5 to 50 kw, amended re antenna, trans., further amended re antenna, change name to J. T. Ward d/b WLAC Bcstg. Service.

NEW, Panama City Bcstg. Co., Panama City, Fla.—CP 1200 kc 100-250 w unl., amended re equip.

NEW, Bellingham Bcstg. Co., Bellingham, Wash.—CP 1200 kc 100-250 w unl., facilities KVOS.

OCTOBER 6

WOL, Washington—License for CP increase power etc.

King-Trendle Bcstg. Corp., Detroit—Extension auth. transmit programs from WXYZ to CBC.

WCBA, WSAN, Allentown—Vol. assign. licenses to Lehigh Valley Bcstg. Co.

WHBB, Selma, Ala.—Auth. transfer control to Bascom Hopson.

WSLI, Jackson, Miss.—License for CP as mod. new station.

WJBW, New Orleans—CP new trans., antenna etc.

WOI, Ames, Ia.—CP move trans. etc.

NEW, Evanston, Ill.—CP 1040 kc 100 w D, amended to 1310 kc unl.

NEW, So. Ore. Bcstg. Co., Grants Pass, Ore.—CP 1310 kc 100 w D.

OCTOBER 8

NEW, Suffolk Bcstg. Corp., Suffolk, Va.—CP 1200 kc 100-250 w unl., amended to 1420 kc.

NEW, Presque Isle Bcstg. Co., Erie, Pa.—CP 1500 kc 100-250 w unl.

WJAC, Johnstown, Pa.—Mod. license to 1370 kc unl.

WJMS, Ironwood, Mich.—License for CP change equip.

WCSC, Charleston, S. C.—CP antenna, increase N to 1 kw.

KTSA, San Antonio—Vol. assign. license to Sunshine Bcstg. Co.

OCTOBER 12

WARD, Brooklyn — CP change equip., new antenna, move trans.

WGH, Newport News, Va.—Auth. transfer control to Daily Press Inc.

WFOY, St. Augustine, Fla.—CP change 1210 kc 100-250 w to 1220 kc 1-5 kw, new trans., antenna.

KTAT, Fort Worth — CP new trans., antenna, increase D to 5 kw; auth. transfer control from Raymond E. Buck to W. T. Knight.

OCTOBER 13

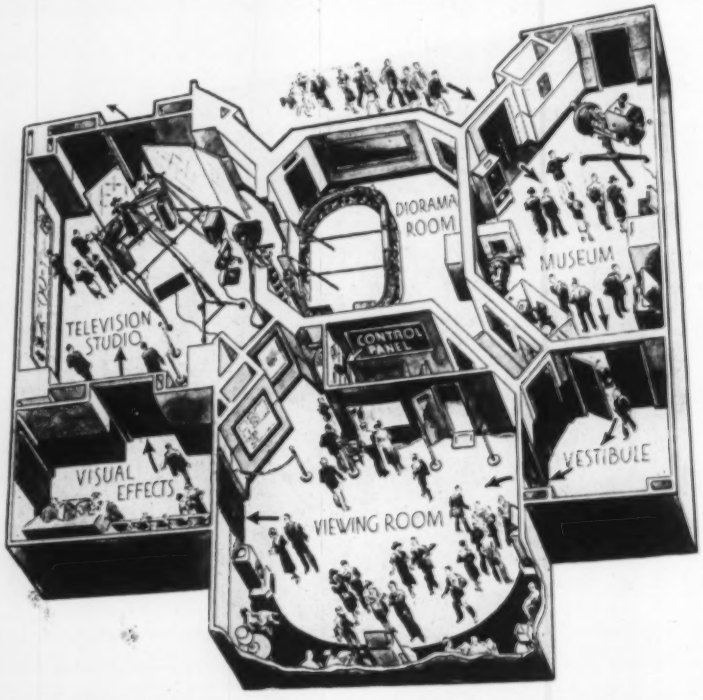
NEW, St. Lawrence Bcstg. Corp., Ogdensburg, N. Y.—CP 1310 kc 100-250 w unl.

WBEO, Marquette, Mich.—CP increase D to 250 w, new trans.

NEW, Grand Traverse Bcstg. Co., Traverse City, Mich.—CP 1370 kc 100-250 w unl.

WHLS, Port Huron, Mich.—Mod. license to unl., 100-250 w.

WJJD, Chicago, WIND, Gary — Auth. transfer control to H. Leslie Atlass, Ralph L. Atlass, Pauline S. Atlass, Ralph Louis Atlass, H. P. Sherman, Philip K. Wrigley.



VIDEO STUDIO of NBC in Radio City is laid out like this. Visitors are now permitted and guides describe mysteries of air pictures. Out-moded apparatus is on exhibition. Visitors are televised as a new feature.

IBEW Charges Hiring Of Technical Graduates By KSAN at Small Pay

A LABOR dispute between KSAN, San Francisco, and the International Brotherhood of Electrical Workers has risen from IBEW charges that the station was employing licensed graduates of a local radio school as technicians at small salaries. IBEW, through its assistant business manager, Melville Larsen, charged that KSAN several months ago discharged its three or four regular radio technicians and replaced them with 11 of the school's graduates. The situation was discovered, according to Mr. Larsen, when the IBEW submitted contracts to the station.

The American Federation of Radio Artists is holding up further negotiations with KSAN pending the outcome of the IBEW discussions. Difference in wages for performers and announcers has delayed the signing of contracts between AFRA and KSAN. Since the KSAN affair, the two unions—IBEW and AFRA—have decided to work together in negotiating with the local independents in the Bay area.

Meanwhile Vic Connors, secretary of the Northern California chapters of AFRA, announced that a new AFRA ruling requires payment of regular $7.50 audition fee by KSFO, San Francisco affiliate of CBS. The FCC's failure to approve the purchase of KSFO by CBS left that network in an embarrassing position in San Francisco in view of the nationwide agreement with AFRA by both NBC and CBS. The agreement calls for AFRA members to collect $7.50 each for auditions staged by either network. As KSFO has not been taken over by CBS, that station has been free to offer auditions to sponsors without paying for talent.

NBC, naturally, had been placed at a disadvantage in this matter and is understood to have complained to Mr. Connors. Now NBC, KSFO and KFRC, the Mutual outlet in San Francisco, have the same fee for auditions.

Frederick F. Jordan

FREDERICK FREAS JORDAN, vice-president of Ralph H. Jones Co., New York agency, died Oct. 10 of a cerebral hemorrhage at his home in Wilton, Conn. A graduate of Pittsburgh U., he was in educational work with several universities and colleges before going into advertising. He was the originator and director of Wildlife Restoration Week and a trustee of the American Wildlife Institute. Mr. Jordan is survived by his widow and a son and daughter.

ACTION has been filed in the U. S. District Court in New York City against Electric Research Products, Inc., New York, by the Nakken Patents Corp., New York. The plaintiff claims that ERPI has been infringing on one of the Nakken patents by making and selling photocell amplifier equipment. ERPI will defend the case.

NETWORK ACCOUNTS

(All time EST unless otherwise specified)

New Business

OAKLAND CHEMICAL Co., New York (Dioxogen face cream), on Oct. 10, started *Two on a Shoestring* on MBS, Mon.-Fri., 2-2:15 p. m. Agency: Kleppner & Co., N. Y.

PENICK & FORD, New York (syrup), on Nov. 1 starts for 17 weeks participation in *Early Morning News* on 14 California Don Lee network stations, Tues., Thurs., Sat., 7:45-8 a. m. (PST). Agency: J. Walter Thompson Co., N. Y.

MACFADDEN PUBLICATIONS, New York (True Story), on Oct. 11 started *Mary & Bob* on NBC-Blue network, Tues., 9 p. m. Agency: Arthur Kudner, N. Y.

LADY ESTHER Co., Chicago (cosmetics), on Oct. 14, started *Guy Lombardo's* orchestra on 49 NBC-Red stations, Fri., 10-10:30 p. m. Agency: Lord & Thomas, Chicago.

CALAVO GROWERS of California, Los Angeles (Avocados), on Oct. 19 starts for 4 weeks Fletcher Wiley's *Housewives Protective League* on 6 CBS Pacific Coast stations, Wed., 12:45-1 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

WANDER Co., Chicago (Ovaltine), on Sept. 28 started for 39 weeks *Little Orphan Annie*, transcribed, on 13 Pacific Coast Don Lee network stations, Mon. thru Fri., 5:45-6 p. m. (PST). Agency: Blackett-Sample-Hummert, Chicago.

GENERAL MILLS, Minneapolis (Korn Kix), on Oct. 14 started *Curtain Time* on WGN-Don Lee network for 52 weeks, Fri., 10-10:30 p. m. Agency: Blackett-Sample-Hummert, Chicago.

WAITT & BOND, Newark (Blackstone cigars), on Oct. 4 began Eddie Casey football news programs on 7 Yankee stations, Tues., Thurs., Sat., 6:15-6:30 p. m. Agency: BBDO, N. Y.

GENERAL FOODS Corp., New York (Diamond Crystal Salt), on Oct. 4 started Kate Smith talks on CBS network, Tues., Thurs. and Sat., 12 noon. Agency: Benton & Bowles, N. Y.

LOOSE-WILES Biscuit Co., Long Island City, on Oct. 4 started *Sunshine News Reporters* on 9 Yankee stations, Tues., Thurs., 7:30-7:45 p. m. Agency: Newell-Emmett Co., N. Y.

GILLETTE SAFETY RAZOR Co., Boston, on Oct. 4 started in *Gretchen McMullen*, thrice weekly, on 14 Yankee stations. Agency: Ruthrauff & Ryan, N. Y.

NARAGANSETT BREWING Co., Cranston, R. I., on Oct. 1 started in *Yankee News Service*, thrice weekly on 15 Yankee stations. Agency: Arthur Braitsch & Associates, Providence.

LARUS & BROS., Richmond (Domino cigarettes) on Nov. 6 starts six 75-minute programs, Sun., Tues., 9:45 p. m., on 10 Yankee stations. Agency: Cecil, Warwick & Legler, N. Y.

Renewal Accounts

CUMMER PRODUCTS Co., Bedford, (Energine cleaning fluid), on Oct. 23 renews *Paul Wing's Spelling Bee* for 52 weeks on 22 NBC-Red stations, Sun., 5:30-6 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

Late Personal Notes

WILL WHITMORE, advertising supervisor of Western Electric Co. and editor of *Pickups*, the W-E house organ, returned to his desk Oct. 10 after a business-vacation trip to Texas, during which he visited a number of stations.

M. P. WAMBOLDT, head of his own program production company, and his associates, Helen Jane Belke and William Joyce, have joined the Chicago staff of Transamerican. Acquisition of the production firm is said to be the first step in Transamerican's plans for establishing an elaborate program division in Chicago.

WAITE HOYT, ex-baseball pitcher and formerly with WMCA, New York, as announcer, will start as sports news commentator for WNEW, New York, on Oct. 17, with a nightly quarter-hour program.

H. V. KALTENBORN was guest of honor at a luncheon given by CBS at the Ambassador Hotel, New York, on Oct. 13, at which he was presented with a gift from the CBS affiliate stations in appreciation of his coverage of the Czechoslovakian crisis.

WADE JONES, formerly with the *Washington Star*, has joined the CBS publicity staff to take over the night duties of Hal Davis, who has been promoted to day duties.

RAYMOND GRAM SWING, radio news commentator, returned to New York from Europe on Oct. 10 on the *Normandie*.

RICHARDSON & ROBBINS Co., Dover, Delaware (boned chicken), on Oct. 12, renewed *The Revelers* on 5 NBC-Red stations, Wed. and Fri., 7:30 p. m. Agency: Charles W. Hoyt Co., N. Y.

BATHASWEET Corp., New York (Bathasweet), on Sept. 19 renewed for 52 weeks *Bathasweet News* on 2 California Don Lee network stations (KHJ, KFRC), Mon., Wed., Fri., 7:45-8 a. m. Agency: H. M. Kiesewetter Adv. Agency, N. Y.

SWIFT & Co., Chicago (All-Sweet Margarine), on Oct. 14 renewed for 52 weeks *Marjorie Mills* on the Yankee Network. Agency: J. Walter Thompson Co., Chicago.

PARKER DENTAL SYSTEM, San Francisco (dental chain) on Sept. 27 renewed for a year *The Philistine*, on 5 Don Lee-Mutual stations Tues., Thurs., 8-8:15 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

Network Changes

GENERAL FOODS Corp., New York (Maxwell House coffee), adds 19 CBC stations to *Good News of 1939* on 70 NBC-Red.

GENERAL MILLS, Minneapolis (Korn Kix), on Oct. 10 added 3 NBC-Red stations (KOA KGIR KPFA) to *Those Happy Gilmans*, on NBC-Red.

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy) on Oct. 25 shifts *Al Jolson Show* on CBS from Hollywood to New York for 6 weeks or more.

PROCTER & GAMBLE Co., Cincinnati on Nov. 7 shifts *The Gospel Singer* to NBC-Red and Blue, 9:30-9:45 p. m.; *Vic & Sade* on NBC-Blue and CBS to NBC-Red, 4:30 p. m.; *Life Can Be Beautiful* to CBS, 1:15 p. m.; new show, *This Day Is Ours* on CBS, Mon.-Fri., 1:45-2 p. m. for Crisco. Agency: Compton Adv., N. Y.

TRUMAN HINKLE, formerly of the continuity and sales staff of KVI in Tacoma, is now working out of the station's Seattle office and devoting his time exclusively to sales.

CARL HUFF, who on Oct. 10 joined the press department of WOR, Newark, was formerly with the Harold F. Strong Corp., New York, as assistant publicity director and account executive.

DANIEL S. TUTHILL, asst. mgr. director of NBC Artists Bureau, on Oct. 10 spoke at the meeting of the New York chapter of the Salesmen's League of America on how radio helps the salesman to sell.

JIM KANE of CBS publicity department has been transferred from routine publicity duties to contact work with radio editors in New York. This position was previously filled by Bob Taplinger, now with Warners, and Pat O'Toole, now with a talent agency.

MARJORIE CUNNINGHAM has joined the musical staff of WTOL, Toledo, replacing Clare Mast.

GEORGE CHANCE, formerly at WMIN, St. Paul, has joined the announcing staff of KDAL, Duluth, replacing Cal Karnstedt, who went to KSTP, St. Paul.

FRANK KOEHLER, formerly of the NBC guest relations staff, and Clyde A. Tibbs, formerly in agency work in Washington, have joined the sales staff of WRTD, Richmond. Bob Ehrman, formerly program director, has been made public relations director.

BOB ANDERSON, for three years radio newscaster and assistant radio editor of the *San Francisco Call-Bulletin*, has resigned that post to join the NBC news staff in San Francisco. NBC on the Coast recently augmented its newscasts and also added Bob Ackerley, formerly of KOMO, Seattle, to its news staff.

G. M. HASTINGS, NBC New York audio facilities engineer, is in Hollywood to inspect the network's new western division headquarters.

WILLARD FARNUM, formerly of WTMJ and WEMP, Milwaukee, has joined WFLA, Tampa.

JOE MITCHELL, chief engineer of WFLA, Tampa, is the father of a girl born recently.

HENRY GOFF, formerly of WFLA, Tampa, and WSUN, St. Petersburg, has joined WLAK, Lakeland, as sales manager.

BERNARD M. DABNEY Jr., continuity director of WRTD, Richmond, and Virginia Beal, of the Taylor Robertson Agency, Richmond, have announced their engagement.

FREDERICK GEHRMANN, continuity editor of Twentieth Century Radio Productions, Hollywood, has written a book, *African Puzzle*, to be published in November by Viking Press, New York.

Time Fails to Renew

TIME Inc., New York, had not renewed its contract with NBC for a continuance of *The March of Time*, which for the last year has been broadcast Friday evenings on NBC-Blue, 9:30-10, as BROADCASTING went to press, and it is believed that the program will be dropped following the broadcast of Oct. 14, last on its current contract. Previous to its move to NBC the program had been heard for several years on CBS, sponsored both by Time Inc. for *Time* and *Life* magazines, and by other advertisers, including Remington Rand and Servel, who exploited the program's popularity to promote their own products. Time agency is BBDO, New York.

MR. E. H. RIETZKE — PRESIDENT OF CREI

• To the Man—

Who is just *hoping* to get a better job

Now is the time to do something about it—CREI will show you how—

● Here is the opportunity for you to train yourself for a better job in Radio at home in your spare time. CREI courses in Practical Radio Engineering will give you the ability to handle the important jobs that Radio has for men who are technically trained. Constant improvements demand better men—and that means a better job for you if you train NOW!

FREE Booklet!

Write today for copy of our illustrated booklet—"A Tested Plan for a Future in Radio."

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-10 3224 16th Street, N. W.

WASHINGTON, D. C.

CREI

NEW UNIVERSAL FULL FREQUENCY CUTTING HEAD

The PERFECT electrically, magnetically and mechanically balanced cutting head. Produces clear crisp recordings—brilliant highs and full bass. No rubber or substitutes, nothing to deteriorate. Guaranteed day in and day out for uninterrupted service every day for years. Records freq. 30 to 10,000 cycles and over. Impedance 15 ohms. Requires + 14 db. input level, 2 or 3 watts. Climatically sealed. For replacement or new installations.

U. S. Patent No. 2005154

Universal Microphone Co., Ltd.

INGLEWOOD, CALIFORNIA, U. S. A.

Export Agents: Frazar & Co., 7 Front St., San Francisco

Gates Remote Equipment

"Does a Better Job at a Lower Cost"

GATES RADIO & SUPPLY CO. Quincy, Ill.

Merchandising & Promotion

The Easel Way—Attention Educators!—Among the Gold—Texas Season—Loudspeaker Prevue

SEVENTY - EIGHT Cleveland agency executives were recently guests of Manager John Patt, of WGAR, Cleveland, at a dinner in the Hermit Club to see the WGAR Easel Presentation, shown in the last few weeks to agencies in New York, Chicago and Detroit. The "Presentation", graphically telling the story of Cleveland and the Northern Ohio market, consists of a large book with folding pages, displayed on an easel facing the group.

Each page is devoted to some phase of WGAR service to the area, market potentialities of this section, and the buying trends of people in a 35-mile radius around Greater Cleveland. In addition to a summary of Cleveland's industrial facilities, cultural organizations, and a population breakdown, the display presents comparative coverage data of Cleveland stations, lists of WGAR accounts; case histories of successful programs; lists of station personnel, and a pictorial history of the growth of WGAR.

* * *

Wander Previews Carters

WANDER Co., Chicago (Ovaltine), to introduce its new serial, *Carters of Elm Street*, which starts on WMAQ Oct. 17, is using five-minute transcriptions to preview the program. This plan, which was also used to introduce *Those Happy Gilmans*, consists of talks about the characters and setting of the serial, and the discs are heard Monday through Friday during the week Oct. 10-17 at 11 a. m. When the program goes on the air Oct. 17, a letter contest will be announced, offering a first prize of $250 and 250 prizes of $1 each for 25 words telling which character the writer likes best and why. Thomas L. Greer is account executive and Jack Laemmar time-buyer of the agency, Blackett-Sample-Hummert, Chicago.

* * *

Education at KNX

KNX, Hollywood, had a display booth at the Southern California regional conference of the Progressive Education Assn., in Los Angeles, Oct. 14-15. Brochures detailing CBS and KNX educational activities, working scripts, pamphlets suggesting aids in progressive education by radio; dramatic photographs of the CBS *American School of the Air* in action and of network facilities, were included in the display. More than 10,000 persons attended the conference. At the Torrance (Cal.) Factory Frolic, Oct. 28-29, KNX will have an exhibit demonstrating working principles of broadcasting.

* * *

Condiment Set

SPERRY FLOUR Co., San Francisco, sponsor of *Dangerous Road*, Monday through Friday serial on the NBC-Red network on the Pacific Coast, is offering a four-piece condiment service in colored Franciscan ware pottery for 50 cents and a sales slip showing purchase of Sperry Pancake and Waffle Flour.

* * *

Durham Leaf

WDNC, Durham, N. C., bought 100 pounds of golden tobacco leaf for $30 and mailed it in bundles to the trade as a promotion stunt. A card explains the auctioneer's chant and tells about WDNC's market.

Turtles from Kate

TO HERALD the return of General Foods' Swansdown - Calumet hour, the Kate Smith office, Kated, mailed 106 live midget turtles to radio editors of the largest papers in various parts of the country. Two small feed bags accompanied each turtle, whose backs were inscribed with all the news concerning the program. The Kate Smith hour is heard on 77 CBS stations, Thursday, 8-9 p. m., (rebroadcast Pacific Coast and Canada, 11:30 p. m.-12:30 midnight). Young & Rubicam, New York, is the agency.

* * *

Silver Threads

AS PART of its promotional campaign, International Silver Co. (silverware), invited couples married 25 years or more to the initial studio broadcast of *Silver Theatre* which started Oct. 3 on CBS. Program emanates from Columbia Square, Hollywood, and couples who attended the first broadcast were requested to list five rules of living which have made their marriages a success.

* * *

Pros on Parade

A TIE-IN with increasing public enthusiasm in professional football is *Meet the Rams*, a new daily feature on WGAR, Cleveland. Members of the Cleveland Rams' pro team are interviewed by Bob Kelley, who collaborates with Franklin Lewis on broadcasts of the Rams' games for Standard Oil of Ohio.

* * *

WBIG Grid Booklet

WBIG, Greensboro, N. C. is distributing a 72-page football schedule of college teams, pushing the Southern Conference and North Carolina leagues particularly, and carrying advertising of Greensboro business places.

WHEN the *Lone Ranger* started on WAIM, Anderson, S. C., some 25 sales and route men of American Bakeries appeared at the station in costume. WAIM staffmen also donned regalia. Standing are (l to r) G. Paul Browne, publicity director, James A. Bulleit, program director and W. Ennis Bray, manager; kneeling are Roger Skelton, announcer, and Miss Edith Hall, continuity chief.

KDB's House Organ

KDB, Santa Barbara, Cal., is publishing a weekly four-page leaflet which is mastheaded *Program Highlights*. It contains complete program information, highlights of the week, and radio news of Don Lee network which owns and operates the station. Outstanding programs of other networks are also listed under caption, Top Programs. Distribution is through retail outlets of KDB advertisers and is backed by a quarter-hour "highlights" program and spot announcements. Names of advertisers distributing the leaflet are also mentioned during the broadcast. Each week a different advertiser is given free space in *Program Highlights* which has also proven a good will builder for the station.

* * *

Autumn in El Paso

TO PUSH its new fall shows, KTSM, El Paso, Tex. observed Radio Week, Sept. 18-25, gaining the cooperation of local business houses, radio dealers, newspapers, and theatres in popularizing the slogan, "1938-39, El Paso's greatest radio season". Daily through the week KTSM carried special programs, winding up with a half-hour *Radio Show Window* featuring an address by NBC President Lenox R. Lohr, transcribed for the event.

* * *

Texaco's Words

MOST welcome of the season's promotion pieces is the *Roget's Thesaurus* sent to a selected list by Jim Tierney on behalf of Texas Co., sponsoring *Texaco Star Theatre* on CBS. Name of recipient is stamped in gold on the cover. An enclosed card says that Texas Co. is sparing adjectives in favor of the *Thesaurus*.

* * *

Husking Trophy

MANAGER Merle S. Jones, of KMOX, St. Louis, donated a trophy in the Tri-State Corn Husking Contest at Barry, Ill., Oct. 13-15, in the name of *KMOX Country Journal*, daily 90-minute farm program. Charley Stookey, KMOX farm editor, recorded the Barry bangboard contest.

* * *

Bikes for Boys

FOR 25-word statements of why they like Nut Goodies and Choo-Choos candy bars, Pearson Candy Co., Minneapolis, is offering eight bicycles per week for four weeks in a contest for boys on WOW, Omaha. MacKenzie Inc., Minneapolis, has the account.

* * *

Luft Etiquette

GEORGE W. LUFT Co. is offering an Emily Post etiquette booklet and a Tangee theatrical make-up kit for ten cents on its new *Right Thing to Do* series on NBC.

* * *

Told by Tape

STORY of a dozen new fall programs on KLZ, Denver, is carried on a tape pulled from the dial of a miniature cardboard radio cabinet.

HI-YO SILVER of Lone Ranger fame, made up the pictorial background when American Bakeries, Macon, Ga., began sponsorship of the stirring serial over WMAZ. In the audience were salesmen of the bakeries who cover the Macon territory. In front are, left to right, Red Cross, WMAZ commercial manager, J. O. Watson, Macon manager of American Bakeries and E. K. Cargill, president-manager of WMAZ.

Dead Men's Tales

PROMOTION stunt for the *Chicago Tribune* is the new series called *The Crimson Wizard*, which started on WGN Sept. 30, 8-8:30 p. m., and was fed to MBS. Billed as a "broadcast of actual events" the idea is to present a murder mystery as and while it happens. The *Sunday Tribune* follows each episode with a detailed story of the preceding broadcast and a teaser of the coming mystery plays. The *Tribune* for Sept. 25 headed its graphic section with blood oozing from the words "It's Peter Quill!" and prior to the Sept. 30 opening WGN plugged the new series with many station break announcements given in the murderer's eerie voice.

* * *

Pigskins From Antenna

WHEN Commercial Manager Charley Phillips of WFBL, Syracuse, took 15 Syracuse U. footballers to the WFBL vertical radiators to catch footballs tossed from the top by Chuck Marcey, WFBL engineer, Universal Newsreel filmed the stunt.

* * *

Farm and Home Praise

TESTIMONIALS for NBC's *National Farm & Home Hour* commemorating its tenth anniversary and 3,000th hour on the air are carried in an illustrated two-color broadside folder, "Bulletin Board of Agriculture", published by NBC.

* * *

The Week's Offerings

ANNOUNCEMENTS of coming radio shows, along with information concerning sponsors and stars, with a musical background, are carried by WLW, Cincinnati, on its weekly quarter-hour, *Invitation to Listen*.

* * *

KFRO Billboards

KFRO, Longview, Tex., is using ten roadside billboards located through the East Texas oil fields announcing its affiliation with Texas State Network and MBS and publicizing other features of its service.

C WLW TY

NOUNCER | PRODUCTION | MUSIC | SOUND | CONTROL

EXPERIENCED PRODUCTION - 53 MUSICIANS - SPOT AND DRAMATIC CAST OF 50

TITLE CINCINNATI ORIGINATION CLIENT ALL AGENCIES

SAVE MONEY Cincinnati origination is economical, - big time showmanship, and a point to easily feed the big networks.

ECONOMICAL - because the new fresh WLW talent in scripts where big names are not needed and WLW production is moderate in cost. Here, comers seeking reputation under experienced guidance build sparkling shows.

SPOT AND DRAMATIC CAST OF 50 (Pictured) - on WLW staff directed by 10 big time experienced producers with a musical organization background of 53 musicians under the direction of nationally known conductors offer a real "Hollywood" spot on the banks of the Ohio.

BUY MORE STATIONS WITH MONEY SAVED Already leading agencies have been quick to sieze this opportunity. 10 commercial network organizations are already scheduled for this fall.

FREE AUDITION Send us your script for casting. Listen to our recording. Judge by any and all comparisons. No obligation.

National Representative - TRANSAMERICAN

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National Representative - TRANSAMERICAN

New RCA 5-DX Transmitter

Offers a New Standard of Value!

Here's Proof!

5-DX, a new version of RCA's famous 5-D Transmitter with new operating conveniences:

Finger-tip Control **Smart, Modern Styling** **Unified Front Panel Enclosure**

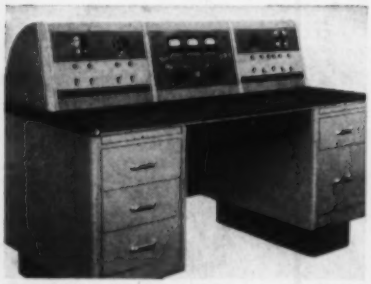
Plus the features which have won such wide acceptance among the broadcasters:

Lowest Operating Cost **No Water Cooling of Tubes** **Simple Circuit—Easy to Adjust**
Vertical Chassis Construction **Complete Reliability** **High Fidelity Transmission**

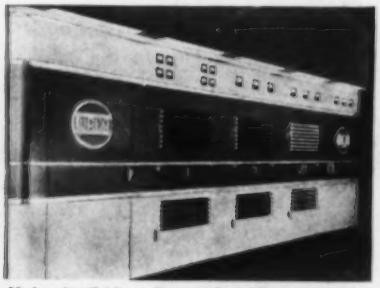
TRULY the 5-DX equipment represents a new standard of value in transmitters. This apparatus is the familiar RCA 5-D equipped with a new Unified Front Panel and Operating Console—containing all of the features which have made the 5-D so popular, plus new conveniences and additional terminal equipment. Write to the nearest office for highlights on the 5-DX.

• • •

Use RCA Radio Tubes in your station—for finer performance



The 5-DX Operating Console—smart, streamlined—contains VI and monitoring amplifier, controls for transmitter and speech input equipment.



Modern Unified Front Panel of the 5-DX makes installation much easier. It is also an economy factor in designing your transmitter house.

RCA *Broadcast Equipment*

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